NOVEMBER 21, 1949 PRICE 25 CENTS

# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

TECHNOLOGY DEPT.

PUBLIC LIBRARY
NOV 21 1949
DETROIT

**WOR**

**SELLS MORE**

**MORE OFTEN**

**FOR MORE PEOPLE**

**TO MORE PEOPLE**

*than any other station in the United States!*

IN THIS ISSUE: THE FOREIGN RADIO MARKET

OUR 25TH ANNIVERSARY YEAR

Mayor Smith of Pittsville, Wisconsin, presents WLS star Red Blanchard with key to city. Between are Red's parents, still living near Pittsville. Circle shows portion of the crowd enjoying Red's comedy.

. . . Tiny Pittsville, nearly 300 miles from Chicago, filled its community building three times in one day for its native son, Red Blanchard, laugh-star of the WLS National Barn Dance—because Pittsville folks like the kind of entertainment WLS has given them for a quarter century—

**AND IN RENSSELAER, INDIANA**—A pleasant fall day brought 36 women from the Barkley Better Homes Club of Rensselaer, Indiana, to visit WLS to hear the Buccaneers and other regular live studio features—

**AND IN THE SUBURBS**—This spring, 11 west side Kiwanis clubs (from communities like Oak Park, Elgin, La Grange) bought out the Eighth Street Theater for a special all-Kiwanis Barn Dance show and broadcast—

**AND IN CHICAGO**—Where 20,000 people jammed Congress Street Plaza on smart Michigan Avenue, to see the finals in our Chicago Square Dance contest, fore-runner of our 1950 national folk music and square dance festival—

Wherever Midwestern folk enjoy listenable, memorable, hummable tunes—clean, family-style fun—genuine showmanship—and complete radio service, they like WLS and listen. Whether you're interested in our public service record or some choice program time to sell a quality product—we'll be glad to tell you more.

*A Clear Channel Station*

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPA

Only a combination of stations can cover Georgia's first three markets

**WAGA**
**ATLANTA**
5000 W • 590 Kc

**WMAZ**
**MACON**
10,000 W • 940 Kc

**WTOC**
**SAVANNAH**
5000 W • 1290 Kc

**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

**— in Georgia's first three markets**

Represented, individually and as a group, by

**THE KATZ AGENCY, INC.** New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles



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# BROADCASTING at deadline

## Closed Circuit

WOR NEW YORK key of Mutual, and its associated properties (WOR-TV and WOIC (TV) Washington) are not for sale. Recurring reports to that end were demolished by Jack Straus, president of R. H. Macy & Co., parent company, in response to question at annual stockholders meeting of department store Nov. 15.

THOUGH there's no confirmation, reports were current last week that preliminary inquiries into ideologies of network and station news commentators as well as other radio employes were being undertaken, presumably by FBI. If investigations in fact are going on, it's presumed they are tied into previous inquiries made on behalf of House Un-American Activitives Committee during last several sessions.

NEW NBC television station affiliation contract nearing completion. Network's original proposal that "free" commercial network time be 30 hours per month reportedly reduced to nearer 10. NBC AM affiliation contracts provide stations get no pay for 16½ hours per month of network programs.

BRISTOL-MYERS Co., New York, planning extensive spot campaign at end of November for its newest product, Resistab, anti-histamine cold tablet. Kenyon & Eckhardt, New York, is agency.

WBT CHARLOTTE, according to authoritative word Friday, poised to file $250,000 libel suit against CIO, alleging damages in connection with organization activity surrounding IBEW technicians strike at 50 kw CBS-affiliated station.

HOPES for early settlement of black-and-white TV problems get no encouragement from FCC's present way of thinking. Inclination now is not only to complete color hearing (which will recess till February) before taking up VHF-UHF monochrome questions, but also to get out color decision first. To many, windup of whole TV problem package before next fall is almost unthinkable.

NEEDHAM, LOUIS & Brorby, Chicago, expected to resign Pepsodent's tooth powder and Rayve Shampoo accounts as result of Lever Bros. President Charles Luckman's insistence on concentration of Lever-Pepsodent-Jelke business in new Manhattan offices. Agency has no New York branch. Pepsodent and Jelke move from Chicago will be complete within month. Two Pepsodent agencies—J. Walter Thompson and Foote, Cone & Belding—have New York offices. Fourth involved is Tatham-Laird, which operates only in Chicago. It handled Jelke business.

PROCTER & GAMBLE's Prell shampoo, through Benton & Bowles, New York, planning

*(Continued on page 82)*

## Upcoming

**Nov. 21-22: NAB Dist. 8, Book-Cadillac, Detroit.**
**Nov. 26-27: NARFD annual convention, Stevens Hotel, Chicago.**
**Nov. 28-29: NAB Dist. 16, Paradise Inn, Phoenix.**
**(Other Upcomings on page 81)**

## Bulletins

MEXICO entered Montreal NARBA conference Friday as North American delegates started final phases of proceedings. Miguel Pereyra, director of communications in Mexico, arrived at Montreal to participate as observer. Raul Karman, technical director of Radio Havana Cuba, understood to be enroute to conference.

HOTPOINT Inc., New York, will sponsor full-hour Thanksgiving Day video show on CBS-TV, to be called *Hotpoint Holiday*. Featured will be Rudy Vallee as m.c., Guy Lombardo orchestra, Sam Levenson, Carol Bruce and others. Barry Wood is producing 4-5 p.m. program, placed through Maxon Inc., New York. It was suggested and built by Robert J. Enders Advertising, Washington agency.

TEXAS Co., New York, appoints Erwin, Wasey Co., New York, to handle its radio spot campaign effective Jan. 1. Five and 15-minute newscasts will be used. Account formerly handled by Buchanan & Co.

### FMA STUDIES NAB OFFER

EXECUTIVE Committee of FM Assn. board met Friday in Washington to consider NAB's merger offer (see NAB board story page 23). Committee agreed full FMA board meeting should be called in early December to consider details of NAB offer, which hasn't yet been formally submitted. Attending meeting were Ben Strouse, WWDC-FM Washington; Everett Dillard, WASH (FM) Washington; Leonard Marks, FMA general counsel; Ed Sellers, FMA executive secretary.

## Business Briefly

MORTON TESTS ● Morton Salt Co., C cago (smoke curing salt), this week starts week test campaign with 30-minute hillb program in Chicago, Atlanta, Charlotte, K Orleans and Nashville. Agency, Klau-M Pietersom-Dunlap Assoc., Milwaukee.

ANHEUSER SPONSORS ● Anheuser Bu Brewing Co., St. Louis (Budweiser bee sponsors Ken Murray's *Blackouts*, hour-l video show on CBS-TV, alternating Saturd starting Jan. 7, 8-9 p.m. Agency, D'Arcy Ad St. Louis.

SERUTAN ADDS ● Serutan Inc., Newar Jan. 3 expands four-weekly Victor H. Lin lahr show on ABC to five weekly, droppi Sunday show and adding Tuesday and Thur day, 10:45-11 a.m. Agency, Roy S. Durstin Inc., N. Y.

SOAP TEST ● Sum Soap Co., Chicago, tes ing spot radio on WROK Rockford, Ill., throug December to determine expansion plans. Age cy, McGiveran-Child, Chicago.

### RONSON SIMULCAST

RONSON ART METAL WORKS, Newar (lighters), to sponsor simulcast using one AM and another TV network. Firm to star *Twenty Questions*, now on MBS, also on fu NBC-TV network, Sat. 8-8:30 p.m., startin Nov. 26 for five weeks. Both WNBT (TV) and WOR-TV to carry show in New York. Agency, Cecil & Presbrey, N. Y.

### AFL SEEKS FCC MEMBER

WILLIAM GREEN, AFL president, will ask President Truman to name AFL man to near FCC vacancy. This disclosed in exchange of telegrams between Mr. Green and AFM Presi dent James C. Petrillo, published in AFM November *International Musician*. Acting un der resolution of last AFM convention, Mr. Petrillo asked AFL chief to work to this end. Mr. Green replied he would "gladly do all I can in this important matter."

## BMB Board Favors NAB Corporation Plan

BMB BOARD Friday adopted resolution authorizing BMB offices to work out program with ANA, AAAA and NAB to continue station and network audience research under plan proposed by NAB board (see board story page 23) and extended deadline for dissolution of present BMB from Dec. 31, 1949, to July 1, 1950.

Resolution noted expressions of ANA and AAAA as to need for advertisers and agencies for continued measurement studies and, in approving NAB plan for reorganizing bureau as stock corporation along lines of BMI, stipulated that "whatever organization is formed to carry out such a program will be so organized as to provide for tripartite partic pation under conditions that will assure th research integrity of the work to be per formed."

Board took firm position that nothing b done to interrupt production of BMB Stud No. 2 and continuation of plans for servicin this study. NAB President Justin Miller sai NAB will continue to give services of Kenneth H. Baker, NAB research director, to administe BMB affairs. Dr. Baker reported satisfactor progress in processing Study No. 2 an estimated reports will be ready by end o December.

# 33¢ in Detroit

## YOU'RE MORE THAN A JUMP AHEAD WITH WKMH

| STATION | 1 TIME RATE | 260 TIME RATE |
|---|---|---|
| WKMH | $ .51 | $ .33 |
| A | 1.69 | 1.27 |
| B | 1.57 | 1.34 |
| C | 1.61 | 1.23 |
| D | 2.08 | 1.56 |
| E | 2.07 | 1.57 |
| F | 1.11 | 1.11 |

★ Based on share of audience—Aug. thru Sept. Conlan Report

MONEY-WISE TIME BUYERS

ANALYSE COSTS

**Compare Costs per Thousand Families BEFORE YOU BUY THE DETROIT MARKET ★**

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION *Plus...*

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS
FULL TIME

# WKMH

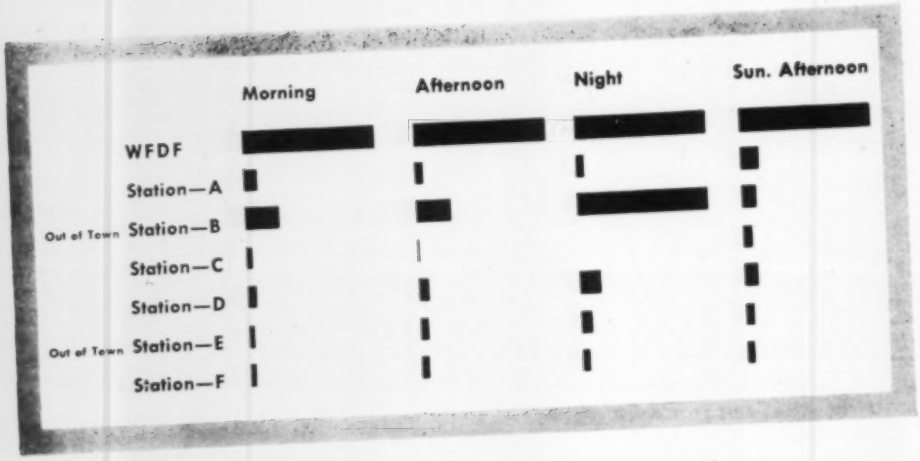
1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

*Morning, Noon and Night*

# WFDF HOLDS THE AUDIENCE . . *in Flint!*




● As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

**WFDF**—registered *more listeners than the other four local stations combined* in every time period.

**WFDF**—had two to five times as many listeners throughout the day as any local station.

WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.

*910 Kilocycles* WFDF **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville



BROADCASTING TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

## IN THIS BROADCASTING . . .

NAB Board Holds Washington Sessions
WNEW Sold to Cherry, Judis, Herbert
'Trends' Survey Finds Ad Expenditures Up
Shouse, Dunville Advanced in Avco Shift
Freedom Foundation Makes Awards
FCC Sets Hearing in World Wide Corp. Case
Preliminary Arguments Heard in Lorain Case
Nielsen Warns Against Underrating Radio
RMA Holds Fall Meet in N. Y.
The Foreign Radio Market
NARND Stress Value of News
Davis, Wolfe, Miller Made K&E Vice Presidents
Election of 18 NAB Directors Set for Early '50
Radio-Press Cooperation Urged by Quarton
Radio 'Selling' Stressed at Ohio Session

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**FEATURE CALENDAR**

**First issue of the month:** AM Network Showsheet
**Second issue:** Network Boxscore; How's Business
**Third issue:** Trends Survey
**Last issue:** Telecasting Showsheet

**At Washington Headquarters**

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**

**ART KING,** *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

**BUSINESS**

**MAURY LONG,** *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

**CIRCULATIONS AND READERS' SERVICE**

**JOHN P. COSGROVE,** *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

**NEW YORK BUREAU**

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
**Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

**CHICAGO BUREAU**

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU**

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

**TORONTO**

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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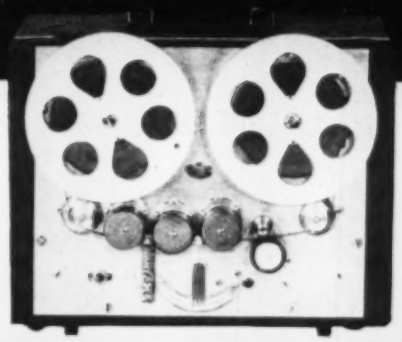
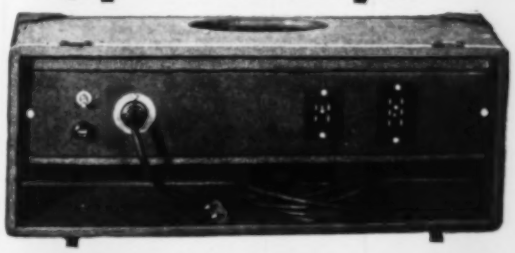
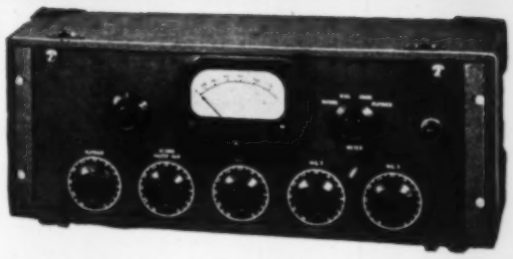
**Subscription Price: $7.00 Per Year. 25c Per Copy**

# "Top Fidelity...the most dependable Tape Recorder yet!" says WOR's STAN LOMAX



## NEW PRESTO
### PORTABLE TAPE RECORDER





PRESTO'S PT-900 is the answer for delayed sports broadcasts—field recording—wherever there is a need for a portable recorder of complete broadcast quality. Look at these outstanding engineering features:

- **Three separate heads for superior performance (and for monitoring direct from tape). One head each to erase, record and play back.**
- **3 microphone channels with master gain control in recording amplifier.**
- **Large V.U. meter with illuminated dial to indicate recording level, playback output level, bias current and erase current, and level for telephone line.**
- **2-speed, single motor drive system. Toggle switch to change tape speeds from 7½" to 15" per second.**

Don't choose your tape recorder until you see the *new* Presto Portable Tape Recorder. Write for complete details today.

**PRESTO**
**RECORDING CORPORATION**
**Paramus, New Jersey**
***Mailing Address:* P. O. Box 500, Hackensack, N. J.**
**In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal**

*WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS*

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIV 50,00

XUM

For talent, programs and production of top caliber
and for results in sales of your product,
WSM is your station in the Central South.

Here's a staff of 200 entertainers, ready to write,
produce and present a network quality show.

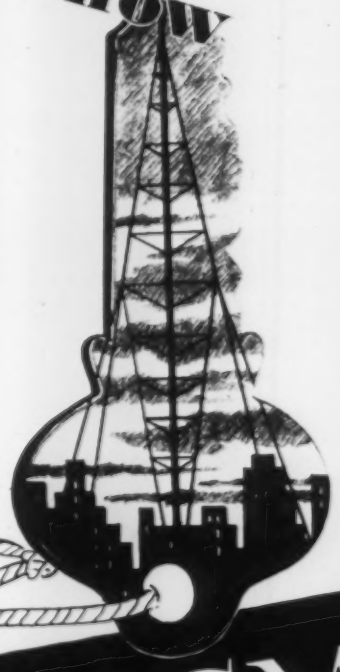
Here's an audience of millions of loyal listeners—
living on farms, in small, medium and large cities.

Here's a background of dealers who know the
potency of WSM, and who give shelf-room
and enthusiastic selling to goods promoted
over their favorite station.

And, above all, here is a station whose listeners
believe what they hear—and act on
what they believe.

We'd like to work with you...and we'll do a job.

**...a WSM network quality show**



KEY TO SALES IN THE CENTRAL SOUTH

WSM
NASHVILLE

ATING 50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WFBC
is
owned,
operated,
and—
PROMOTED
by
THE
Greenville News
MORNING AND SUNDAY
and
THE
Greenville Piedmont
EVENING

# Agencies

**ROBERT H. RUSSELL,** formerly with Lester Harrison, joins Foote, Cone & Belding International Corp. to serve as field merchandising coordinator for Watchmakers of Switzerland. He will be in charge of western U. S. activities in Los Angeles. Joining corporation on same account are **JOHN Mc MANEMIN,** formerly with Jewelry Industry Council, who will cover Midwest with offices in Chicago, and **WALLACE H. GOLDSMITH II,** formerly with McCann-Erickson, who will work in New York as eastern coordinator.

**J. E. ERICKSON,** vice president formerly in charge of Hollywood office of Caples Co., transferred to agency's Chicago office. **R. R. RULLMAN,** formerly account executive in Chicago, goes to Hollywood to head that office.

**JOHN C. MORSE,** executive vice president of Dan B. Miner Co., Los Angeles, elected to board of governors of Southern California chapter, American Assn. of Advertising Agencies. He is currently member of AAAA National Research Committee.

**HARRY HITES Jr.,** radio-TV director of Williams, Stark & Hinkle, Washington, and Elmorine Rankin have announced their marriage.

**NATHAN A. TUFTS,** for past three years manager of Hollywood office of W. Earl Bothwell Inc., resigns effective Dec. 1. Prior to joining agency he was for three years with Ruthrauff & Ryan Inc., and for 12 years before that with J. Walter Thompson Co., both Los Angeles.

**BILL PRESCOTT,** formerly account executive and radio-television representative of Bishop & Assoc. Inc., Los Angeles public relations firm, joins Ball & Davidson Adv., Denver Div., in same capacity.

**TOM CONNOLLY** of Young & Rubicam Inc., Hollywood media department, is the father of a girl, Karen Ann.

**BRENNAN ADVERTISING AGENCY,** Houston, elected to membership in American Assn. of Advertising Agencies.

**DARWIN H. CLARK Co.,** Los Angeles, joins Southern California Advertising Agencies Assn.

**H. J. McGRATH & Assoc.,** Seattle agency, moves to 605 Lloyd Bldg. New phones: MUtual 0111-0112.

**WILLIAM ROSS HOWARD 3d,** account executive, Ruthrauff & Ryan Inc., Hollywood, is the father of a boy, Richard Thomson.

**BEN SUGARMAN & Co.,** 430 King St. West, Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

**JAMES FELTON,** account executive, Foote, Cone & Belding, Los Angeles, is the father of a boy, Richard Wallace.

**ENJOYING the proceedings during a lighter moment of the recent annual convention of Pacific Council of American Assn. of Advertising Agencies are (l to r): C. Burt Oliver, general manager, Hollywood office Foote, Cone & Belding, and chairman of convention; Mrs. Warren Kraft; Warren Kraft, vice president and manager, Honig-Cooper Co., Seattle; Mrs. C. Burt Oliver.**

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

k-nuz
presents

THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS
TINY SMITH
LEON PAYNE
BEN CHRISTIAN
BENNY LEADERS
JIMMY SHORT
COLLIE CORNPATCH
LITTLE MARGE
PETE HUNTER
FLOYD TILLMAN
HANK LOCHLIN
JERRY JERRICHO
JERRY IRBY
WOODY & SMITTY

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.
"Your Good News Station"
k-nuz
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

# Business is always better in Washington, D.C.

*Almost half of your customer-families in Washington, D. C., got pay raises this fall. Government workers and military personnel—275,000 of them—have even higher pay than before; 18,000 of these also got a year's retroactive pay! Statisticians are still figuring out what this does to income in the nation's 9th retail sales market. But Pulse has already figured out that WTOP has more listeners than any other station in 3 out of every 5 quarter-hour periods. The next station has only 1 out of every 6. WTOP dominates this always-better market.*

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION · REPRESENTED BY RADIO SALES AM·FM

# Open Mike

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## Davis Lauds

EDITOR, BROADCASTING:

I read BROADCASTING [Nov. 7] with more than usual interest. After all, there was a Hal Davis by-line in the issue!! Inasmuch as I have a large family, please discount the immediate rise in circulation.

However, the opening does give me a chance to tell you something which I should have passed on years ago. I've known your book through years at CBS and the agency. Your staff members have always been favorites of mine. . . .

*Hal Davis*
*Vice President*
*Kenyon & Eckhardt Inc.*
*New York*

* * *

## 'High Readership'

EDITOR, BROADCASTING:

I know you'll be interested to know that I have received innumerable comments on the article ["Our Respects To"—BROADCASTING, Oct. 31]. It certainly proves that BROADCASTING must have an exceptionally high readership. I want you to know how much I appreciate your interest in printing this eulogy even before I have died.

*Russell W. Tolg*
*Radio Director*
*BBDO, Chicago*

* * *

## Prudential's Program

EDITOR, BROADCASTING:

I have been reading BROADCASTING Magazine for a number of years, and it was with a mixed feeling of satisfaction and surprise that I noticed your excellent article on the radio policies and goals of the Prudential Insurance Co. of America. [Oct. 31]. Especially so since Prudential's utilization of radio as a meduim of sales and public relations has enabled me to pursue personal ideas of service beyond the ordinary scope of the entertainment field. . . .

*Jack Berch*
*Jack Berch Show*
*New York*

* * *

## Re: 1950 Census

EDITOR, BROADCASTING:

In reference to recent stories in BROADCASTING concerning the 19[50] census. . . .

The census director has stated that any attempt to obtain [radio] data would, due to confusion on the part of the public, leave the accuracy of the results open to grave doubts. If that is the case an all-inclusive question on radio set ownership will also be subject to grave doubt inasmuch as there will be millions of sets which have FM reception but no AM . . .

In light of these facts it would appear that none of the figures obtained in the proposed radio count would be accurate unless a separate question on FM is included. Even the census bureau would presumably have to admit to this which leaves me no alternative but to believe that they are knowingly and willingly discriminating against the FM portion of the broadcasting industry.

. . . I am greatly pleased by the proposed changes which will be integrated into the new 19[50] BROADCASTING YEARBOOK. The new log arrangement seems to me to be the only really fair way to present radio facts.

*E. J. Hodel*
*Manager*
*WCFC-FM Beckley, W. Va.*

* * *

## Give New Ideas

EDITOR, BROADCASTING:

. . . The many items which appear in your magazine are of great interest to myself, because they provide new ideas for operation of stations, and in small markets such as this it is necessary to keep on your toes to keep ahead of the game.

*Bob Reel*
*Station Manager*
*KSPA Santa Paula, Calif.*

* * *

## More on P.I.

EDITOR, BROADCASTING:

Your editorial, "Class 'Q' Time," in the Oct. 31 issue of BROADCASTING should be framed and hung on the wall in every radio station in the country. I certainly agree with Linnea Nelson that the broadcaster who falls for today's fast P. I. buck is indeed shortsighted. It may be all right for those broadcasters who only want to hit and run, but for those of us who hope to stay in the business it's bad medicine. The broadcaster who is having trouble meeting his payroll and tries to do it with P. I. business is only putting off the evil day.

*Harold Essex*
*V. P. and Mgng. Dir.*
*WSJS Winston-Salem, N. C.*

* * *

## Keeping Abreast

EDITOR, BROADCASTING:

The life of a broadcaster is a very busy one. He must keep abreast of not only what is happening in the industry, but trends of business, local, state and national events. As a result he selects the

*(Continued on page 18)*


**Response ±2.5 db, 40 cps to 15 kc; Output -46 db**

**Broadcast Engineers Helped Design it!**

**Network Shows Use it!**

**Now Compare it with Any in Your Studios!**

**You've wanted** High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

*Write for full facts today!*

**New "650'**
Response ±2.5 db, 40 cps to 15 kc. Output −46db. External Shock Mount. Impedance Selector List Price.....$150

**Electro-Voice** INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

**New "645"**
Response ±2.5 db, 40 cps to 15 kc. Output −50 db. External Shock Mount. Impedance Selector. List Price.....$100

**The "635"**
Response ±2.5 db, 60 cps to 13 kc. Output −53 db. Impedance Selector. For Hand or Stand. List Price.....$60

# YOU MIGHT BAG A 9′-6″ TIGER*—

# BUT . . . YOU NEED WKZO-WJEF TO WIN TROPHIES IN WESTERN MICHIGAN!

**WKZO, Kalamazoo, and WJEF, Grand Rapids, give radio advertisers the best coverage and the biggest audience in Western Michigan—*and at the lowest cost.***

**Latest Hoopers prove that both WKZO and WJEF are tops in their home cities, Morning, Afternoon and Night. For example, WKZO gets a 73.7% Share of Audience, Weekday Mornings in Kalamazoo; WJEF gets 27.1% in Grand Rapids (Mar.-Apr. '49).**

**WKZO-WJEF cost about *20% less* than the next-best two-station choice in the area—*yet deliver 41% more listeners!***

**What's more, BMB figures prove that these two CBS outlets give superlative coverage *throughout* the prosperous Western Michigan area.**

**Write today for whatever facts you want about the job WKZO-WJEF can do for you in Western Michigan.**

**Denis P. S. Conan Doyle bagged a tigress this size in Mysore State, India.*

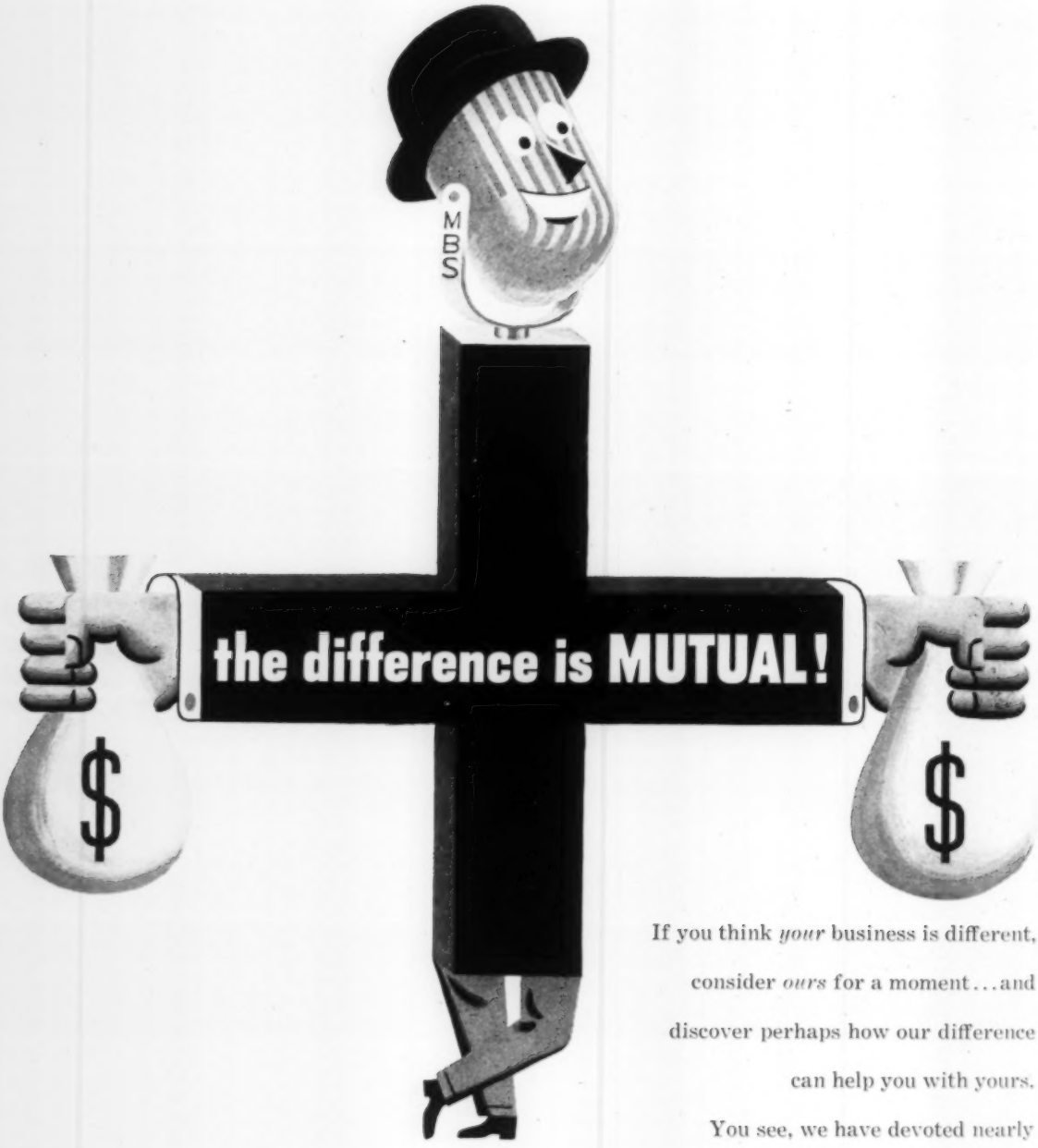
**WKZO** *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

**WJEF** *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

**FETZER BROADCASTING COMPANY**

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES




If you think *your* business is different, consider *ours* for a moment...and discover perhaps how our difference can help you with yours.

You see, we have devoted nearly 15 years to the business of being a different kind of network.

This gives us quite an edge, in these times when extra-efficient, better-than-average marketing techniques are required.

And it gives *you* several new ways—all of them well tested—to make your dollars do double duty.

**For instance...**

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the *only* network voice in town. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you locally—at no extra cost—tell your customers *where* to buy what you are selling, as well as why. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get *six* listener families for the price of five. On Mutual you can...**The Difference Is MUTUAL!**

These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.

the **mutual** broadcasting system

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

# Feature of the Week

*Winning display in WTMJ's gourd exhibit.*

IN tropical countries, the gourd has long been known as a useful fruit. Dried, it has served as a household utensil and, in a number of instances, has been used as a medium of exchange.

Now, in untropical Wisconsin, far from its native habitat, the gourd is making thousands of Badger Staters gourd conscious. It all started seven years ago.

Each year of the seven, Gordon Thomas, m.c. of the *Top o' the*

*(Continued on page 18)*

# On All Accounts

SENDING a man to do a kid's job in a Chicago studio in 1940, resulted in launching one of the most sustainedly successful programs of its genre in the history of commercial radio.

The man was Edward Simmons, radio and television director of Cecil & Presbrey, New York. The job was that of a director on the first of the original *Quiz Kids* programs.

Long before that, it had been conceded that when Eddie Simmons got a show on the air it was not only "on the nose" but also "on the beam."

ED

Mr. Simmons began riding that beam as far back as 1925 when, as a youth of 21, he strolled casually into the now defunct 50 watter, WJAK Marion, Ind., to survey the operation. His casual stroll developed into a frenetic romp when he was hired instantly to serve as an announcer, director, producer and writer on the station. Another fellow did the cleaning up.

A year later Mr. Simmons doubled his wattage—though it threatened to halve his life expectancy—by assuming the same duties on WKBB Joliet, Ill.

In 1931, he moved to Chicago and WAAF (a 250 watter) as program manager. During his six year tenure with the station he inaugurated, among other things, the celebrated WAAF *Symphony Hour*, a stirring program departure for a small station at that time.

In 1937, Mr. Simmons' destiny began to measure up to his talents as he migrated to the powerful WGN outlet in Chicago as a director in charge of a covey of musical programs and daytime serials.

In October 1938 he heeded the summons to the agency field joining Wade Advertising, Chicago, as director and producer where, besides his *Quiz Kid* inauguration, he produced and directed *Alec Templeton Time* and directed the *Barn Dance*.

He left the agency to join the Army in 1944 but in 1946 he returned to direct the *Roy Rogers Show* for Wade on the West Coast.

Completing that assignment, he switched to Cecil & Presbrey as its West Coast man supervising the Philip Morris daytime programs.

In February of '49 he moved to the agency's New York office as assistant to Jack Wyatt, and when the latter resigned in April of this year to join Grey Adv., Ed Sim-

*(Continued on page 18)*

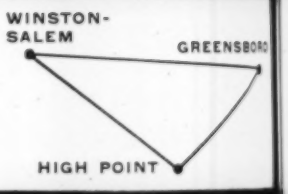
LOCAL PROGRAMS THAT Click!

- *Bow-Ties and Bow-Ka*
- *Music for the Mrs.*
- *Piedmont Farm Progra*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE




No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATION

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

# Radio Sells...

Likewise, WGN has proven a result getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,529,000 homes each week (more than any other Chicago station).* These homes mean millions of consumers for your advertised products . . .

## Whether You Sell...

▼

Masks for **m**asqueraders' **m**erriment . . . **m**arble **m**antels for **m**agnificent **m**ansions . . . **m**anuals for **m**atriculating **m**ath n' **m**ed **m**ajors . . . **m**anicures n' **m**assage for **m**isshapen **m**agnates . . . **m**ufflers n' **m**anifolds for **m**arine **m**otors . . . **m**ink for **m**ercenary **m**atrons . . .

▼

Merry **m**istletoe for **m**elancholy **m**isses **m**aneuvering **m**atrimony with **m**eek **m**ales . . . **m**ilk for **m**ewing **m**ousers . . . **m**aps for **m**eandering **m**instrelers . . . **m**odern **m**attresses **m**ade for the **M**orpheus **m**otivated **m**asses . . . **m**achinery for **m**anufacturers' **m**ills . . . **m**andolins for **m**usic-**m**aking **m**aestros . . . **m**anipulatable **m**anikins for **m**agicians' **m**ysticisms . . .

▼

Moccasins for **m**iserable **m**en after **m**ilitary **m**arches . . . **m**armalade n' **m**aize **m**uffins for **m**orning **m**eals . . . **m**eters for **m**easuring **m**echanical **m**ovements . . . **m**ortar **m**ixers for **m**asons' **m**asonry . . . **m**arinated **m**ackerel, **m**ussels, **m**iscellaneous **m**erchandise for **m**erchants' **m**eat **m**arkets . . . better buy radio . . .

## Better Buy WGN!

*1949 Nielsen Annual Report—February-March

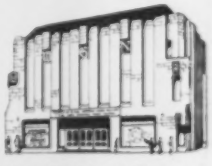
**WGN reaches more homes each week than any other Chicago station.** — 1949 Nielsen Annual Report

*A Clear Channel Station...*
*Serving the Middle West*

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



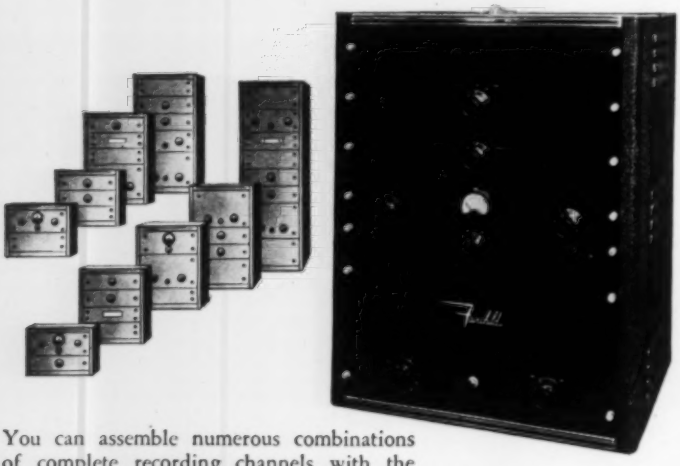
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

**PROBLEM:**

*How To Meet Varying Recording Channel Needs*

**SOLUTION:**

*Select from 14 Basic Units of the* **FAIRCHILD Unitized Audio System**



You can assemble numerous combinations of complete recording channels with the Fairchild Unitized Amplifier System, which includes 14 basic units.

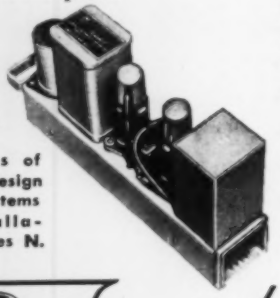
Related units are simply plugged in, or cabled together. It's that easy . . . that quick. Units can be combined to meet the special requirements of a given installation. If requirements change later, the units can be rearranged and the system expanded with no loss of initial investment. With this versatile Fairchild System, you get custom construction at production prices.

**14 BASIC UNITS**

- Power Amplifier
- Preamplifier
- Pickup Preamplifier-Equalizer
- Line Amplifier
- Output Switch Panel
- Input Switch Panel
- NAB Equalizer
- Variable Equalizer
- Diameter Equalizer
- Mixer Panel
- VU Meter Panel
- Bridging Device
- Auxiliary Power Supply
- Cuing Amplifier

**Consult us about your specific needs.**

**Write for series of helpful articles, "Design of Recording Systems and Actual Installations." Ask for Series N.**



Fairchild

RECORDING EQUIPMENT CORPORATION

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

## Open Mike

*(Continued from page 12)*

publications which will keep him abreast of radio's fast moving events. I subscribe to practically all radio publications, but cannot find time to read all of them. BROADCASTING magazine, however, is one publication I consider a must and I read it from cover to cover weekly. Your keen appreciation of what the broadcaster needs to know has been on a consistently high level. I for one am deeply grateful to you and to your publication. . . .

*C. L. Thomas*
*Gen. Mgr.*
*KXOK St. Louis*

* * *

### Re: Newscasts

EDITOR, BROADCASTING:

Why didn't Mr. Dimitman call his piece "Effective Programming" and be done with it? His little critique ["Effective Newscasts" BROADCASTING, Nov. 7] contained some criticism all right, but little of it was constructive, and most of it seemed naively uninformed.

Lord only knows radio news stands in need of criticism—lots of it. But what Mr. Dimitman has castigated is not the newscast, but radio programming. Were radio news editors to compile individual newscasts with one eye on a particular public at a particular time of day, it may well be that the station would build up something of a steady listenership among that one public. But arbitrarily to allot three or four minutes of each newscast to news of interest to the businessmen of one city would be inviting the other 95% of [illegible] station's listenership potential dial the competition at news time. . . .

We agree with Mr. Dimi[illegible] that newscasts should be iden[illegible] with some sort of associated (most of them are); yet at [illegible] stations, "News for the H[illegible] maker" is presented by the W[illegible] an's Director, and is in no w[illegible] represented as being a NE[illegible] CAST. . . .

. . . People listening to a n[illegible] cast do so primarily to get [illegible] NEWS. . . .

On the other cheek, Mr. Di[illegible] man says the usual worthw[illegible] things about local news.

*Robert Lindsay*
*News Editor*
*WKOW Madison, Wis.*

* * *

### Dept. Stores Ban

EDITOR, BROADCASTING:

We appreciate . . . the [illegible] sheets of the department store a[illegible] ticle in your Oct. 24 issue.

We are gathering all materi[illegible] of this kind that we can find in m[illegible] attempt to break down the la[illegible] which local department stores ha[illegible] put on radio advertising here.

We think your story on the Mi[illegible] waukee-St. Paul situation will b[illegible] a helpful addition. . . .

*Gene O'Fallon*
*Manager*
*KFEL Denver*

* * *

### Banks, Note!

EDITOR, BROADCASTING:

. . . The radio program of the Bridgeport City Trust Co. . . . has done a job. . . . I do know this: To reach the broad public market no bank can afford to omit radio.

*Herbert Flint*
*Advertising Counsel*
*Westport, Conn.*

## Feature of the Week

*(Continued from page 16)*

*Morning* show on WTMJ-AM-FM Milwaukee, *The Milwaukee Journal* stations, has been offering packets of gourd seeds to listeners writing in for them. Last spring he filled a record 16,685 requests.

In the fall, gourd growers are invited to send or bring in their best gourds and novelties made using gourds. This year, the fourth annual WTMJ-sponsored gourd exhibit held at Milwaukee's Radio City attracted 3,652 gourds.

Overflow crowds totaling nearly 4,000 viewed the one-day exhibit. Most of the time there were long lines of people waiting to enter the large studio reserved for the showing. One hundred dollars in prizes was awarded in two classifications —one for the most perfect large gourd, the other for the most unusual novelties made from gourds.

This promotion by Mr. Thomas on his daily 5:30 to 8:30 a.m. show has attracted attention from beyond the borders of Wisconsin. Listeners in Illinois and Michigan are becoming gourd-conscious and have requested seeds and submitted entries, according to WTMJ.

## On All Accounts

*(Continued from page 16)*

mons was appointed director [illegible] radio and television for the agenc[illegible]

Mr. Simmons supervises the *[illegible] Wynn Show* for Spiedel Wat[illegible] Bands on CBS-TV, the *Geor[illegible] Burns & Gracie Allen Show* [illegible] CBS for Block Drug Co., *Stop T[illegible] Music* on ABC for Spiedel and t[illegible] two Philip Morris daytime sho[illegible] on ABC—*One Man's Opinion* a[illegible] Johnny Olsen's *Ladies Be Seate[illegible]*

He also is in charge of the firm[illegible] spot output, currently includi[illegible] Lamont-Corliss, Polident Toot[illegible] Powder and Tops-Gum.

The Simmons' have been marri[illegible] 18 years. They have three son[illegible] Tom 17 years, Eddie 15 years an[illegible] Michael, 15 months. The famil[illegible] lives in Fresh Meadows, L. I.

# Jamison has something on his mind...

As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has *plenty* on his mind.

Although he is much more salesman than statistician, he has a a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a *service* business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the *right time*—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."

**Weed** and company

*radio and television station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

# Watch the New WDSU

## No Other New Orleans Station Affords Sponsors Such Economic, Hard-Selling Programs.

**RADIO**

**Dixieland Jazz**

Jazz Authority Roger Wolfe spins waxings and adds colorful tidbits from his own voluminous library of Jazz records and facts.

*(Available for Sponsorship)*

**VIDEO**

**Racing**

Mid-Winter racing televised again this season from the New Orleans Fair Ground's fast oval.

*(Available for Sponsorship)*

**See your JOHN BLAIR Man!**

AFFILIATED WITH THE N. O. ITEM

AM - TV - FM
WDSU
NEW ORLEANS

EDGAR B. STERN, JR.
President

ROBERT D. SWEZEY
Executive Vice-President

LOUIS READ
Commercial Manager


# New Business

**AMERICAN EXPRESS-CATHOLIC TRAVEL LEAGUE** for 1950 Holy Year of Jubilee plans concentrated radio advertising campaign, based on tours to be conducted first in New York market. First to be chosen are WQXR (English) WOV (Italian) and not yet selected "quality Polish program." Campaign to hit major cities across country, with emphasis on cities where Catholic prelates are personally conducting pilgrimages to Rome. Agency: Ray McCarthy Adv. Service, New York.

**GROVE LABS.**, St. Louis, appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising of its newest product, Antamine, anti-histamine drug to prevent colds. Radio spots will be used.

**RESTAURANTS-OF-THE-MONTH Inc.**, New York, group of dining-out spots where members eat half-price upon presentation of membership card, appoints William Warren Agency, New York, to handle its advertising. Participation on such shows as *This Is New York* on WCBS, *The Fitzgeralds* on WJZ and *Dorothy and Dick* on WOR, all New York stations, being considered. Use of one-minute video spots also is being considered.

**"THANKS" DOG FOOD** begins test radio campaign on hour-long morning *Emerson Smith Show* on KDYL Salt Lake City. Expansion to other markets expected following test.

**CHATTANOOGA MEDICINE Co.**, Chattanooga, Tenn., appoints Street & Finney Inc., New York, to handle entire Cardui account, effective Jan. 1. Spot radio will be used.

**IMPERIAL KITCHENS Co.** (storm windows and kitchen products) appoints Harold Kirsch Co. Adv. to direct advertising. Radio will be used for St. Louis market.

**SKELLY OIL Co.**, for Skelgas, begins one-minute test campaign in 75 markets Nov. 28 for one month, through Henri, Hurst & McDonald, Chicago. Further expansion will be determined by sales results.

**B-Z-B HONEY Co.**, Alhambra, Calif. (honey packer), **KERMIN FOOD PRODUCTS**, Los Angeles (frozen meat pies), and **ROBERT WILLIAM FOOD Co.**, same city (Miller spaghetti, macaroni) appoint Jordan Co., Los Angeles, to handle advertising. All firms plan to use radio and television.

## Network Accounts • • •

**STERLING DRUG Inc.**, New York, through Dancer-Fitzgerald-Sample Inc., New York, signs 52-week renewal contract with ABC for sponsorship of *Bride and Groom*. Contract, effective Jan. 2 covers 222 ABC stations, and programs are aired Mon.-Fri., 2:30-3 p.m.

**AMERICAN FEDERATION OF LABOR** in contract placed directly with MBS will sponsor commentator Frank Edwards in a Mon.-Fri., 10-10:15 p.m. broadcast from Washington. [CLOSED CIRCUIT, Sept. 19].

**THE TEXAS Co.**, New York, will for second consecutive year sponsor telecast by ABC-TV of complete opening-night performance of New York's Metropolitan Opera tonight (Nov. 21). Telecast of season's premiere, "Der Rosenkavalier," was arranged through Kudner Agency, New York.

**HALLICRAFTERS Co.**, Chicago, (radio, TV, electronics equipment), to sponsor *Hollywood Quiz* on Mutual network starting Dec. 10 through Sorensen & Co., also Chicago. Show will be aired Saturday, 5:45-6 p.m. in each time zone, and will originate in lobby of Chicago Theatre.

**C. H. MASLAND & SONS CARPET Co.**, New York, renews its sponsorship of *Masland at Home Show* on CBS-TV effective Dec. 14 for another 13 weeks. Show is five minute program, Wednesdays, 7:45-8 p.m. Anderson, Davis & Platte, New York, is agency.

**ANAHIST Co.**, Yonkers, N. Y. (anti-histamine drug for cold symptons), sponsors Thursday night *Counter-Spy*, on 60 ABC stations effective Dec. 1. Agency: Foote, Cone & Belding, New York.

**MARS Inc.**, Chicago (Candy), renews for 26 weeks effective Dec. 5, sponsorship of *Howdy Doody* on NBC-TV Network. Show is telecast Mon.-Fri. from 5:30-6 p.m. Grant Adv., Chicago, is agency.

*(Continued on page 74)*

# How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall—and rightly figure that WCAO is a better buy than ever in the Baltimore market. ☆ Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—"MUSICAL CLOCK"—"HOLD EVERYTHING"—"YOUR FRIENDLY NEIGHBOR"—"AFTERNOON CAROUSEL"—"THE HAL VICTOR SHOW"—"SATURDAY NIGHT FROLIC"—and many others. It's a *bonus* audience—backed up by constant WCAO local promotion and showmanship.

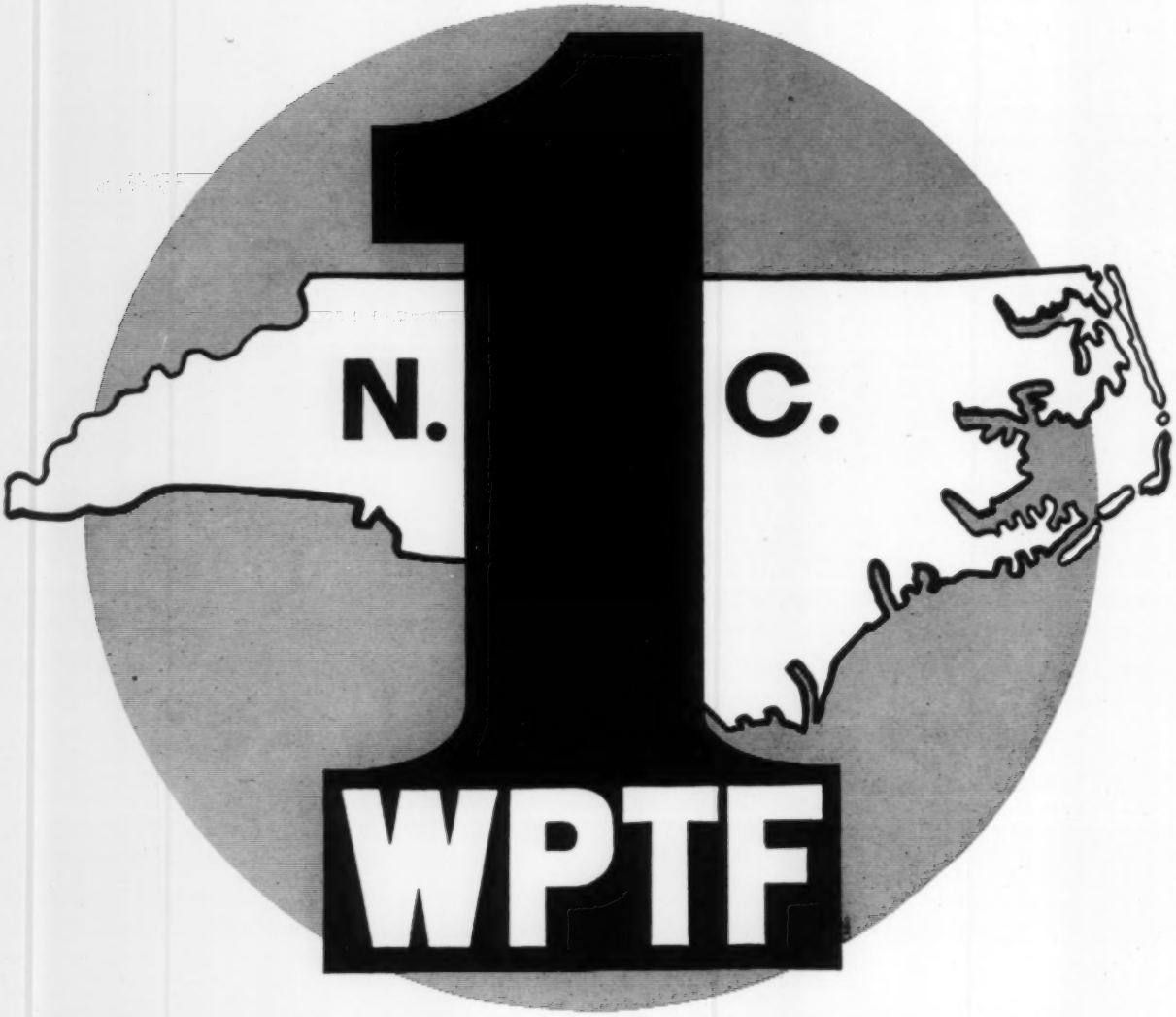
. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

# WCAO

*"The Voice of Baltimore"*

**CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER**

# NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE




## AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

★ also WPTF-FM ★

BROADCASTING
TELECASTING

Vol. 37, No. 21 WASHINGTON, D. C., NOVEMBER 21, 1949 $7.00 A YEAR—25¢ A COPY

# NAB REVAMPING

## BMB, BAB Actions; Urges Strong NARBA Treaty

By J. FRANK BEATTY

DEMAND for a NARBA treaty that will stop "severe damage" to U. S. station coverage and action to strengthen NAB's two sales-getting units—Broadcast Advertising Bureau and Broadcast Measurement Bureau — topped a fast-moving meeting of the NAB board held last week in Washington.

As part of its job of revamping NAB's structure the board voted to dissolve the present BMB and set up an industry-controlled program-station measurement corporation.

It decided to keep Broadcast Advertising Bureau within the NAB fold, reversing a policy adopted at the time of BAB's creation last April.

The three-day meeting ended late Thursday with this additional series of actions:

- FM Assn. invited to merge into NAB.
- Formation of joint radio-movie committee to serve common interests (see story page 44).
- Election of two television members to board (story TELECASTING 3).
- Present $701,000 budget continued to February.
- Dues discount of 12½% continued to February for AM stations; TV rates unchanged.
- Membership drive approved.
- Committee created to act on court and government appearances by NAB.
- Standing committee structure sharply curtailed, with new TV committee created.

Much of the board's time was taken up by reorganization and budgetary problems that have come up since the streamlining operation was started last July. This task was simplified by advance work done by the board's Structure Committee and the Audience Measurement Committee, which drew up detailed recommendations. These were adopted in large measure.

The streamlining job was not completed, however. Reports covering work of the Radio (formerly Audio) and Television (formerly Video) Divisions and the relation of these new units to the NAB departments and the president were deferred to the next board meeting in February.

The always exciting BMB problem was approached from two angles by the board. First it adopted a report of the Structure Committee recommending that the present BMB be closed up and a new corporation formed.

*Directors Thomas, Swezey, Bitner at first meeting.*

* * *

Then it placed its blessing on a detailed plan of the Audience Measurement Committee for a new type of BMB corporation and referred the plan to the present BMB board which was scheduled to meet last Friday in New York.

In adopting the NARBA resolution just before adjournment the board pulled no punches in pointing out that Cuba's appropriation of frequencies was arousing "a steadily growing expression of public indignation" toward the island (see text of resolution and NARBA story page 40). The U. S. Congress, State Dept. and FCC as well as the U. S. delegation at Montreal were urged to insist that Cuba "rescind all licenses issued" since the second NARBA expired in March.

While the resolution was a strong one, informal opinion of some of the delegates attending the third NARBA conference in Montreal was that the board's action would aid rather than embarrass negotiators in their attempt to bring the conference to a successful conclusion in the near future.

Several NAB districts had adopted resolutions this autumn sharply criticizing Cuban use of broadcast frequencies. In one or two cases some of the U. S. delegates had felt the resolutions hurt rather than helped their negotiations.

A detailed review of the Montreal situation was given to the board by Forney Rankin, NAB's government relations director, and

*(Continued on page 40)*

# WNEW

## Sold to Cherry, Judis, Herbert

RADIO'S BIGGEST independent station transaction—sale of WNEW New York by Arde Bulova and his associates to a new corporation headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for a gross in excess of $2 million—was consummated last week, subject to usual FCC approval.

Among those associated with Mr. Cherry are Bernice Judis, vice president and general manager of the outstandingly successful 10,000 watter, and Ira Herbert, vice president and sales director, each of whom will acquire 12½% interest and will continue in active direction. Mr. Cherry, 44-year-old chairman of the Cherry & Webb Department Stores in New England and owner of WPRO Providence, is president of the new WNEW Inc., and holds 42½%.

Miss Judis becomes executive vice president and a director of the new company and continues as general manager. The executive staff and personnel, it was reported, will remain unchanged. Mr. Herbert also will serve as a director and Ted Cott will continue as vice president in charge of programs.

* * *

Mr. CHERRY

Miss JUDIS

Mr. HERBERT

The sales price of more than $2 million, it is understood, embraces net quick assets in excess of $500,000. The new corporation, now in process of formation in Rhode Island, will acquire the assets of the Greater New York Broadcasting Corp. Mr. Bulova, chairman of the Bulova Watch Co. and one of the largest advertisers in radio and TV, is 60% owner of Greater New York. Milton Biow, president of the Biow Co. Inc., is 30% owner, and Vincent Dailey, New York businessman and associate of Mr. Bulova, holds 10%. It is expected the formal application for transfer will be filed within a fortnight.

Mr. Cherry, a veteran of more than 20 years in radio, told BROADCASTING that he was "pleased to be associated in the ownership

*(Continued on page 46)*



XUM

# '49 AD EXPENDITURES

## 'Trends' Shows Increase Over '48

By TYLER NOURSE

WITH advertising expenditures this year running well ahead of 1948, 30.6% of advertising agency executives report they are spending more client dollars in radio. Television also is gaining with increased expenditures reported by 70.8% of the agencies.

BALLOT

*A Continuing Study of Executive Opinion*

Sounding a note of warning to station executives, 94.4% of agency respondents said competition for advertising dollars is becoming more intense.

Displeasure with radio's job of promotion and merchandising in support of sponsors' products was expressed by 62.8% of agency executives who said radio performed this function inadequately.

These conclusions were drawn from replies received in BROADCASTING's 21st TRENDS Survey—a continuing study of executive opinion in radio and its allied fields. For this survey questionnaires were directed to a representative sample of advertising agency executives in all parts of the country.

### More Spent in Advertising

Considering total advertising expenditures for all media, 52.9% of the agency executives said they were spending more money this year for their clients than they did last. Of those who expressed this increase as a percentage, the average gain over last year was approximately 10%. A continuation of 1948 expenditures into 1949 was shown in 26.5% of the replies—these agencies indicating they were spending the same amount of money for their clients this year as last. Curtailment of advertising monies was shown by approximately one-fifth of the agencies, 20.6% saying they were spending fewer advertising dollars this year for clients than had been the case last year. Although the sample which expressed this decline as a percentage was rather small, the average of these replies indicated a 5% curtailment in client's advertising dollars.

In the redistribution of advertising dollars—comparing the placement of client's money this year with last—30.6% of those answering the radio section indicated an increase. Unchanged radio appropriations continued at 30.6% of the agencies and 38.8% of those answering said they were spending less in radio.

Television expenditures, following the natural growth of the medium, have expanded to an extent that 70.8% of the agencies answering this section said they were spending more of the client's dollars in this advertising field. Only 4.2% indicated a decline in television money expended for clients. The remaining 25% said TV appropriations were unchanged.

Newspapers, also, are receiving a goodly amount of increased business with 52.9% of the agencies answering this section of the question indicating they are spending more of the client's money in this field. Unchanged expenditures in newspapers were shown by 38.3% of the agencies with 8.8% saying their clients had cut the amount of money spent in this medium.

Of agencies indicating activity in the magazine field, 57.2% said their clients had not changed the amount of money spent in this medium from last year to this. An increase of appropriations for magazine space prevailed at 35.7% of the agencies answering this section. Cuts in magazine expenditures by clients were shown in 7.1% of the replies.

### Other Media Unchanged

Other media—direct mail, billboards, etc.—remain relatively unchanged in 1949 from 1948. The 26.7% of the agencies who indicated their clients are spending more money here is counterbalanced by an equal number showing less activity. An average of replies which were shown in percentages, however, indicates a slight edge to increased expenditures—money increases surpassing money decreases.

Of the money spent radiowise, 50% of the agencies said they were channeling more of the clients funds into spot business. A decrease in the spot field was indicated by 40% of the respondents while 10% showed no change from last year. Network placements, however, were reversed. There, 60% of the agencies said less of the clients money was going to the networks. The other 40% said network expenditures had increased.

An evaluation of radio's effectiveness now as compared with a year ago shows 57.6% of the respondents feel the medium is still as potent as before. A more cautious 12.1% of the agency executives say they feel radio results are better while the remainder indicated a feeling that poorer results are now obtained.

### Selling Cost

Although 57.6% of the agency executives said they felt the results from radio advertising to be the same this year as last, 54.5% indicated they believe the cost of selling through radio to be higher. A third said the cost appeared to be the same as last year while 12.1% indicated a lowering of the cost of radio selling.

As in the past, the agency sample contended that stations should provide greater merchandising aids in support of sponsor's products. A station may take the position that its only duty to an advertiser is the presenting of his message. Advertisers and agencies, however, take a dim view of this attitude as attested by the fact that 62.8% of the respondents to this question said individual stations inadequately support sponsors' products. The feeling that stations handle this function adequately was expressed by 22.9% of those replying. A slim 14.3% said individual stations did very well in promoting and merchandising for advertisers.

A prevalent notation with answers to this question was "it depends on the station." Where stations do a good job on this added service, and let the agencies know about it, it's a fairly safe bet that these stations are the ones that get the first nod on radio business. Taking the industry as a whole, however, agency executives just aren't satisfied with the job done to support the advertiser's product. This always has been the plaint of the agencies.

When compared with promotion and merchandising support given by newspapers, this agency dissatisfaction becomes even more evident. On a comparative basis 74.2% of the agency executives said radio support is not as good as that given by newspapers. Giving radio a pat on the back for its support were 16.1% of the respondents while 9.7% said they felt the two media do an equal job.

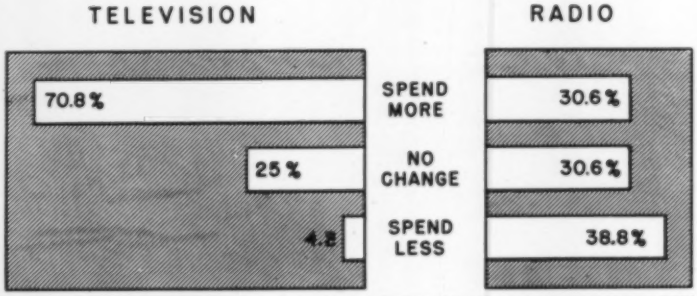
With the ever increasing number of stations—AM, FM, TV—and other outlets for advertisers' dollars, the competition among media is becoming more intense. Not only is there an increase in inter-media competition for advertising dollars, it also is intra-media. In reply to the question: "Do you find that competition among media for the advertiser's dollar is becoming more intense?" 94.4% of those agency executives replying said yes.

As to which media do the best job of selling themselves, agency people gave the nod to newspapers and magazines. In the evaluation these two tied for top honors. The advertising newcomer, television, evidently is learning fast the tricks of selling itself. This new contender for advertising dollars was voted second place for its job of selling the agencies. Radio, which sells millions of dollars worth of goods for advertisers each year, has apparently forgotten to sell itself. That, at least, is the expressed opinion of the agencies which rated it below the three other main contenders for advertising dollars.

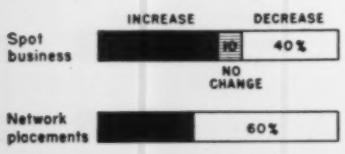
As this competition becomes keener among media, an increasing number of individual stations evidently are accepting per inquiry business. That, at least, is the opinion of the agency executives—76.9% of those answering said they found more stations interested in per inquiry business. Some stations which have ventured forth into this uncertain field evidently have not enjoyed the experience

*(Continued on page 45)*

*Clients Advertising Expenditures on Media*




*Money Spent on Radio . . .*



**CONTRACT details on Zippy Liquid Starch sponsorship of *Kate Smith Sings* are checked by Theodore S. Streibert (l), WOR New York president, and Otto Weber, president of Otto Weber Assoc. Inc., distributor of Zippy starch in the New York area. Program will be sponsored Tuesday and Thursday, 11:45 a.m. to noon. Contract was placed through Martin Agency, Philadelphia.**

# AVCO SHIFT

## *Shouse, Dunville Advanced*

CHANGE in the high command of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., was announced last Thursday by Victor Emanuel, Avco president. James D. Shouse, Crosley Broadcasting president, becomes a member of Avco's executive committee, and is succeeded as Crosley president by Robert E. Dunville, Crosley vice president and general manager.

In his new capacity, Mr. Shouse, an Avco vice president and member of its board of directors, is one of three management members charged with corporate supervision of the firm's operating divisions and subsidiaries. These include, in addition to Crosley Broadcasting: Crosley, New Idea, American Central, Nashville & Lycoming-Spencer divisions; the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co.; ACF-Brill Motors and the New York Shipbuilding Corp.

Mr. Shouse remains chairman of the board and executive officer of Crosley Broadcasting, of which he has been president since 1946.

### Dunville's New Duties

As president of Crosley, Mr. Dunville takes over administrative responsibility for WLW, 50 kw Cincinnati clear channel station; Crosley's three video stations in Cincinnati, Dayton and Columbus as well as three FM outlets in the same cities and shortwave stations which Crosley operates for the U. S. State Dept. at Mason and Bethany, Ohio.

Election of Mr. Shouse Thursday climaxed the 46-year-old executive's 20th anniversary in the broadcasting field. Last year he was elected board chairman of Crosley Broadcasting which he joined in 1937. At that time, he was vice president in charge of broadcasting and led WLW to a number of awards in programming, promotion and related fields.

A native of Cynthiana, Ky., Mr. Shouse received his schooling in Bellevue and Ft. Thomas, Ky., and studied at Miami U. at Oxford, Ohio, and the U. of Cincinnati. After two years as a high school teacher he joined the staff of *Liberty* magazine in Chicago. Radio debut was in 1929 when he joined CBS as its first Chicago sales representative and five years later he became associated with Stack-Globe Advertising Agency from which he resigned after a brief stay to become manager of KMOX St. Louis.

In the same year of Mr. Shouse's arrival at WLW, Mr. Dunville joined the station's executive staff as his assistant. Mr. Dunville held the successive posts of general manager of WSAI Cincinnati, then owned by Crosley interests; general sales manager of WLW and WSAI, and in 1944, vice president and general manager of Crosley Broadcasting. For the past two years, he has supervised the development of the three Crosley TV stations. With Mr. Shouse he was responsible for the establishment of the firm's merchandising and promotional program.

Mr. SHOUSE

Mr. DUNVILLE

Mr. Dunville, 42, is a native of St. Louis. He was graduated from the U. of Missouri. After a stab at the automotive field, he joined the sales department of KMOX where he became assistant general manager. At KMOX, Mr. Dunville's close-working relationship with Mr. Shouse began.

Both men are active in civic and fraternal affairs. Mr. Shouse holds membership in the U. of Cincinnati and the Cincinnati College of Pharmacy boards of trustees; Foreign Policy Assn. of Cincinnati, and the executive committee of the Cincinnati Summer Opera Assn. He is also a director-at-large of NAB, trustee of Cincinnati College of Music and board member of the Cincinnati Convention Bureau and that city's American Red Cross chapter.

Mr. Dunville is a member of the Masons and the Shriners, The Cincinnati Club, Bankers Club, Cuvier Press Club, Propellor Club, Sigma Chi, Variety Club and the Confrerie du Tastevin in New York.

# GIVEAWAYS

## Court Test Delayed

AS ANOTHER week passed without setting a trial date in the suits brought by ABC, CBS and NBC to challenge the validity of the FCC's rules banning giveaways, it became likely last week that the whole time table previously projected for the cases would be thrown out of kilter.

One reason the networks had wanted an early trial was so that the U. S. Supreme Court might pass on the appeal before next summer. That was regarded as important because if the high court ruled adversely to the networks they would have the entire summer, with its hiatuses, to plan and test new shows replacing giveaways and to get stable schedules underway for the following fall.

As it is, unless almost unprecedented speed is exercised in the legal proceedings, the final decision may come after next summer, perhaps breaking into programming and advertising campaigns in what itself may be an interruption unprecedented in radio history.

Blame for the delay could not be attributable fairly to either side.

However, one cause of delay was the fact that the FCC did not file its answers until close to the deadline fixed by court rules.

Next step is expected to be a meeting between networks' counsel and FCC lawyers to fix a trial date with the consent of the Federal Statutory Court in the Southern District of New York which will hear the cases.

# FREEDOM AWARDS

## Slated for Today

SOME 200 awards are to be made today (Monday) by Freedoms Foundation in recognition of contributions to the American way of life on "Speaking Up for Freedom." Top winners in many categories, including radio, were to receive their awards from General Dwight D. Eisenhower at ceremonies to be held at Valley Forge, Pa. An audience of 200 distinguished guests were expected to witness the occasion.

Some of the winners, in the opinion of a jury of 21 made up of State Supreme Court Justices and officials of American patriotic societies, are as follows:

Best radio programs—1st place: *The Greatest Story Ever Told*, sponsored by Goodyear Tire & Rubber Co. on ABC; 2nd place. *Cavalcade of America*, sponsored by E. I. duPont De Nemours Co., on NBC. Prizes were $2,000 and $750 respectively and gold medals for each winner.

Other radio winners who received awards ranging from $600 to $50 and the gold medals, were:

George Tunnell, Negro disc jockey on WDAS Philadelphia, for his *The Bon-Bon Show*.

CBS, for its *You Are There* show on the battle of Gettysburg.

Dr. George S. Benson for *The Land of the Free*, on the Don Lee-Mutual network.

Willard Wilson, script-writer for "It Might Have Been You" show one of *Northwest Neighbors* series sponsored by Pacific Power & Light Co.

WWJ Detroit, for *24 Hours Under Communism*.

WCAU Philadelphia, for *The Blessings of Liberty*.

Spiritual Mobilization for *The Freedom Story* on KFAC Los Angeles.

WJR Detroit for series, *Know Your America*.

Medals were awarded to the following:

Knox Manning for the program, *Open Letter To Paul Robeson* on KNX Los Angeles.

Jack Beall for his "Anti-Communist Series" on ABC.

Radio Council of Chicago Public Schools for *These Things Are America* on WBEZ Chicago.

NBC for its documentary series, *Living 1949*.

Col. Robert R. McCormick for his talk, "Responsibility in a Free Enterprise State" on the *Chicago Theater of the Air* (MBS).

In the category "Unclassified Awards," there were 10 winners, each of whom was to receive $1,500. Included was Howard Reynolds, a Negro of 2522 N. 23 St., Philadelphia, for his song, "Speak Up For Freedom." This song was first heard on WDAS Philadelphia on *The Bon Bon Show* which also won an award. Mr. Reynolds is a regular performer on the show.

### "Best Ad Campaigns"

Included in winners in the classification "Best Advertising Campaign" was the Advertising Council, New York, for its "American Economic System" campaign.

Winner of sixth place in the "Best Sermons" category was Dr. Paul J. Goodwin, minister of the First Presbyterian Church, San Jose, Calif., for a sermon "Can A Good Christian be a Good Communist?" delivered on KLOK San Jose last July 24.

A medal in the "Best Company Employe Publications" category was won by *Prairie Farmer—WLS Round-Up*, a monthly publication of WLS Chicago.



XUM

# WORLD WIDE CORP.

IN A MOVE for which FCC authorities could cite no parallel, the Commission last week called hearing on the privately produced program service of World Wide Broadcasting Corp.'s international broadcasting stations, the audience they seek to reach, and various representations made on their behalf to both the public and FCC.

With the hearing on the license-renewal applications of the international stations FCC consolidated a hearing called simultaneously on an AM application of Greenwich Broadcasting Corp., operator of WGCH (FM) Greenwich, Conn. and controlled by Walter S. Lemmon, principal stockholder of World Wide. The consolidated hearing was set for Feb. 6 in Boston.

World Wide Broadcasting Corp. is licensee of international stations WRUS, WRUL, WRUW, WRUX and WRUA, all located at Scituate, Mass. Facilities of international stations are leased by the State Dept. for Voice of America broadcasts, but World Wide reclaims a portion of the time and uses it for broadcasts by the non-profit World Wide Broadcasting Foundation. Under the law, up to 25% of the time may be thus reclaimed; World Wide is the only international licensee to reclaim any.

### Twelve Issues Involved

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations (aside from portions under State Dept. direction) to questions as to whether program time has been made available "in return for monetary contributions"; representations concerning the "non-profit and non-commercial character" of the stations, and whether FCC's rules on the announcement of sponsored programs have been met.

Another issue: "To determine whether the applicant has in the past and will in the future employ directive antennas and other technical facilities so as to deliver maximum signals to the country or countries for which the service is intended."

Another: "To determine whether the applicant has or will broadcast programs directed solely or primarily to an audience in the continental United States."

The Commission said it also wants to know whether it has been correctly and fully informed about "the real party or parties in interest" and their qualifications and "monetary investments in the licensee corporation," and about the status of construction undertaken pursuant to FCC grants.

Another question raised by FCC involves the inter-relation of World Wide Broadcasting Corp., World Wide Broadcasting Foundation, and Radio Industries Corp., a holding company controlled by Mr. Lemmon which owns stock in the licensee corporation.

On the basis of this information FCC said it would seek to determine "whether representations and information given members of the public by the applicant corporation, its officers and stockholders, or the World Wide Broadcasting Foundation, its officers and directors, have accurately set forth the nature of the applicant's operations, the real parties in interest, and the interrelations of the applicant corporation and the non-profit World Wide Broadcasting Foundation."

Many of the issues reportedly date back to pre-war inquiries made by the Commission.

In addition to the license renewal and AM station applications, the hearing includes World Wide's bid for increased power for WRUW.

## FCC Sets Hearings

The AM application is for a new station at Greenwich using 1490 kc with 250 w fulltime.

Issues in this case include the qualifications of Greenwich Broadcasting as they may be affected by the World Wide investigation, in view of Mr. Lemmon's dominant position in both companies. Other issues relate to the possibility of interference with WHOM Jersey City, WNLC New London, Conn., WBUD Morrisville, Pa., or with services proposed in other pending applications.

The World Wide international stations operate for the most part with 50 kw, but FCC has authorized one to test with power up to 120 kw. Frequencies are 25.6-26.6 mc; 21.45-21.75 mc; 17.75-17.85 mc; 15.10-15.35 mc; 11.7-11.9 mc; 9.5-9.7 mc; 7.2-7.3 mc, and 6.0-6.2 mc.

## UNITED FRUIT

### KBS Opens Banana Campaign

FEATURING the famous "Chiquita Banana" song, the United Fruit Co. last Monday started a spot campaign on all Keystone stations located in 23 Eastern, Midwestern and Southern states.

The shifting schedule calls for use of eight variations of the "Chiquita" song on a 13-week cycle with cooperation by retail outlets. The campaign was planned by advertising executives of United Fruit and BBDO. Keystone's arrangements were handled by Ned Rhys, Eastern sales manager.

## Borden Renews

BORDEN Co., New York, effective Dec. 1, renews sponsorship of *County Fair*, Saturday 2-2:30 p.m. on CBS. The program is now in its fifth consecutive year. Kenyon & Eckhardt, New York, is the agency.

# LORAIN CASE

## Preliminary Arguments Heard

PRELIMINARY hearing in the case which may determine the legal bounds of radio-newspaper advertising competition was awaiting decision in the Federal District Court in Cleveland late last week.

It is the case in which the Government accuses the *Lorain* (Ohio) *Journal* of anti-trust law violations in the treatment of advertisers who use WEOL-AM-FM Elyria-Lorain or the weekly *Lorain Sunday News* [BROADCASTING, Sept. 26].

The hearing, held Tuesday before Judge Emerich Freed, was on the Justice Dept.'s request that, pending full trial of the case, the *Journal* be enjoined from rejecting lawful advertising copy merely because the advertiser also used the rival media.

Counsel for the *Journal*, which had the support of the American Newspaper Publishers Assn. in opposing the request, contended any limitation upon a newspaper's right to accept or reject advertising would violate the Constitutional guarantee of freedom of the press.

To grant the Government's request, *Journal* attorney Parker Fulton of Cleveland argued, would mean the paper might have to accept patent medicine ads, "sexy material" and similar advertising which the *Journal* has traditionally banned.

Victor H. Kramer, assistant chief of the Trial Section of the Justice Dept.'s Anti-Trust Division, insisted that the right to choose one's own customers is not an unlimited right and may not be used to create a monopoly. He said it is not a question of whether a newspaper must accept any advertising which is offered, but whether it may condition its acceptance upon the advertiser's non-use of rival media.

The Justice Dept., he said, would have no objection to an injunction permitting the *Journal* to reject advertising which it normally refuses from any source.

Mr. Fulton maintained that no damage was being caused to WEOL or the competing Sunday newspaper. In fact, he said, the *Journal* was helping them by telling their advertisers to use these media exclusively. He also insisted that evidence to be presented in the full trial will show there has been no conspiracy in restraint of trade.

Affidavits claiming the *Journal* had refused advertisements of local merchants because of advertising on WEOL were presented by the Justice Dept., and counter-affidavits were offered by the *Journal*. Mr. Kramer told the court that the counter-affidavits, though denying or questioning some of the department's claims, by no means refuted all of them.

Elisha Hanson, Washington attorney appearing on behalf of ANPA against issuance of a preliminary injunction, maintained that the temporary relief sought by the Government was broader than the final relief it seeks after trial. If the trial shows the existence of anti-trust law violations, he said, the court then may grant appropriate final relief.

Judge Freed left the way open for the participants, if they wish

*(Continued on page 45)*

Drawn for BROADCASTING by Sid Hix

*". . . And now our next guest on 'What's Your Hobby'."*

# NIELSEN COMPARES MEDIA

## Warns Against Underrating Radio

By BRUCE ROBERTSON

IT WOULD be a "serious error" for advertisers to conclude now "that radio is washed up and that appropriations should be shifted to other media," Arthur C. Nielsen, president of A. C. Nielsen Co., said Wednesday in an address to the Grocery Manufacturers of America at New York's Waldorf-Astoria Hotel. This is true, he said, despite the serious inroads that television viewing has made on evening radio listening in TV homes.

However, he urged his audience to study television closely. "Unless you act now to acquire a thorough understanding of this new development," he said, "you may not only miss the great profit opportunity it offers, but you may make some costly mistakes in your use of other advertising media—for television will exert a profound effect on other major media."

Disclosing facts developed in recent weeks from the Nielsen Radio and Television Index Services, Mr. Nielsen reported that when a video set comes into a home the effect on daytime radio listening is negligible, but in the evening this is what happens:

HOURS PER EVENING

| | Radio | Television | Total |
|---|---|---|---|
| Before TV | 1.65 | 0.00 | 1.65 |
| After TV | 0.45 | 3.22 | 3.67 |
| Change | —1.20 | +3.22 | +2.02 |

With the number of TV homes rising from 60,000 in January 1947, to 2,150,000 as of August 1949, "television is coming rapidly," Mr. Nielsen said, but he also reported that radio homes have increased from 28,800,000 in 1940 to 39,281,000 this year. He added that this increase in radio homes has been accompanied by an increase in hours listened per home, creating this trend in home hours of daily radio listening:

| | |
|---|---|
| 1943 (January-March) | 129 Million |
| 1946 (January-March) | 156 Million |
| 1949 (January-March) | 198 Million |

"Even during the past year (when television has exerted its maximum effect to date) and even for the evening hours (when the television effect is greatest), radio listening trends are not particularly unfavorable," he said, noting:

SHARE OF TOTAL HOMES USING RADIO

First 4 mos. of year—6 p.m. to 11 p.m.

| | 1948 | 1949 | % change |
|---|---|---|---|
| All Areas | 38.4 | 37.7 | —2% |
| Metropolitan Areas | 42.5 | 40.2 | —5% |
| Medium Cities | 36.1 | 37.2 | +4% |
| Small & Rural Areas | 34.0 | 34.8 | +2% |

"The rather satisfactory total picture for radio is merely the inevitable result of the fact that the number of television-equipped homes is still very small in comparison with the number of radio homes," Mr. Nielsen said, adding that the effect of television is even smaller during the daytime hours.

Admitting that any predictions as to the future effect of television on radio involves assumptions of such unresolved questions as the rate of introduction of TV stations into smaller cities and the rate at which the public will buy TV sets, Mr. Nielsen offered this estimate of the trend in radio and video set ownership in the next few years:

| | Oct. 1949 | Jan. 1954 |
|---|---|---|
| Metropolitan Areas (over 500,000 population) | | |
| Total Radio Homes | 12,000,000 | 13,100,000 |
| Percent With Radio Only | 85% | 20% |
| Percent With Radio Plus TV | 15% | 80% |
| Medium Cities (5,000-500,000 population) | | |
| Total Radio Homes | 12,500,000 | 13,800,000 |
| Percent With Radio Only | 97% | 64% |
| Percent With Radio Plus TV | 3% | 36% |
| Small-Town and Rural (under 5,000 plus farm) | | |
| Total Radio Homes | 14,800,000 | 16,100,000 |
| Percent With Radio Only | 99% | 96% |
| Percent With Radio Plus TV | 1% | 4% |

Combining these estimates of set-ownership with NRI and NTI data on competitive evening listening and viewing gives the following picture of audiences by city-size divisions:

| | Now | Jan. 1954 |
|---|---|---|
| Radio Program (typical evening show, rated 8.7%) | | |
| Total Homes Reached | 3,422,000 | 2,634,000 |
| Metropolitan Areas | 31% | 15% |
| Medium Cities | 33% | 34% |
| Small-Town & Rural | 36% | 51% |
| TV Program (typical evening show, rated 12.2%) | | |
| Total Homes Reached | ..... | 1,960,000 |
| Metropolitan Areas | ..... | 65% |
| Medium Cities | ..... | 31% |
| Small-Town & Rural | ..... | 4% |
| Radio and TV Programs Combined | | |
| Total Homes Reached | ..... | 4,594,000 |
| Metropolitan Areas | ..... | 36% |
| Medium Cities | ..... | 33% |
| Small-Town & Rural | ..... | 31% |

These figures, Mr. Nielsen stated, show why he feels "justified in making the following suggestions" to food product manufacturers:

"1. The food industry could scarcely make as serious an error, at this time, as to conclude that radio is washed up and that appropriations should be shifted to other media.

"2. Television, from now on, will create profound changes in the character of radio, magazines and other media. The food advertiser who fails to watch these trends, and act accordingly is likely to suffer serious losses or miss some important opportunities for profit.

"3. The potential of television is so great that this medium deserves an immediate or early spot in your budget—even if it has to be viewed as a 'capital expendi-

(Continued on page 46)

# RMA MEET

## Set Production Running Behind Demand

ESTIMATES of set production for 1950 and general review of current activities by various committees dominated the industry-wide fall meeting of Radio Mfrs. Assn., held last week, November 14-16, at the Roosevelt Hotel in New York.

In addition, RMA set up special committees to investigate a threatened ban on football telecasts and to obtain government opinion on certain regulations involving non-military purchases; reviewed progress of National Radio & Television Week and the national "Town Meetings" program, and reported on various facets of television activity.

The RMA board of directors also authorized a plan urging organization of a National Television System Committee to gather data relative to allocation of UHF frequencies and lifting of the freeze on VHF, and to recommend basic standards for development of color television. Proposal will be submitted to FCC (see TELECASTING, page 15).

Max F. Balcom, chairman of the Tube Division and former RMA president, predicted production of 3,750,000 TV receivers next year—based on an informal poll of division members. TV receiver output for 1949 is expected to reach $2^1/_2$ million sets, exceeding early year estimates by nearly 500,000, he added.

Radio set production, broken down into FM-AM and FM, AM only and auto radios, will approximate some 10 million units by the end of the year (see story, page 39), Mr. Balcom said, conceding that supply had fallen short of demand through industry cutbacks.

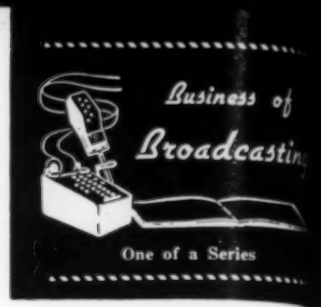
Overall radio-television dollar volume will approach the $800 million mark on the production level this year, RMA said—it seems assured of surpassing 1948's record peak of $750 million—with TV accounting for roughly 65% of all sales.

A proposal that the "Town Meetings" program in some 60 TV areas be held by manufacturers

(Continued on page 43)

**EXECUTIVES of the Borden and Vick companies were guests of the Spot Radio Clinic of the National Assn. of Radio Station Representatives, at the November session. L to r: Seated—William D. Howard, assistant to the general manager, Vick Chemical Co.; Fred F. Hague, George P. Hollingbery Co.; Henry M. Schachte, national advertising manager, the Borden Co.; standing—Jones Scovern, vice president, Free & Peters Inc.; T. F. Flanagan, managing director, NARSR; Jerry Lyons, Weed & Co.; Richard Gerkin, John Blair & Co.; Thomas Campbell, The Branham Co.; Robert Eastman, John Blair & Co., and Robert Reuschle, Headley-Reed Co.**

XUM




# The Foreign Radio Market

## U. S. Advertisers Find Success

By HERMAN BRANDSCHAIN

A MAN with a shotgun went into a bleak wasteland, pointed his weapon blindly in the air, pulled the trigger and hoped the scatter of the shots would hit something.

That's the beginning of an old, old story but it is none the less true that many Americans have looked on the purchase of radio time in stations outside the United States as being the same kind of aimless operation.

That view, however, apparently is not shared by many of America's big radio advertisers, who have been buying radio time abroad for years.

Reports from authorities on buying time in foreign markets indicate that such purchases have been at a peak and are going higher and higher.

Such a constantly accelerating business volume has been attained in spite of two discouraging influences—dollar shortages and import restrictions.

Now, however, because of the currency devaluations in Great Britain and other countries in the past weeks, some foreign time-buyers believed it possible that the dollar shortage eventually may be licked.

At any rate, some of the experts tended to view currency devaluations abroad as likely to bring an immediate impetus to foreign radio and later a long-term increase.

* * *

AN immediate boost was looked for from advertisers who might rush to buy time at old rates before stations change their cards. Rates to Americans are quoted in terms of local currencies and it was expected that such rates would go up, although even after increases it was expected they would be less in terms of dollars than before devaluation. Meanwhile, until such card changes, an American advertiser was in for a windfall caused by the new exchange differences.

Also, it was expected that American companies might buy more time, for devaluation might mean that many foreign countries would find it economical to switch from an American product to a product of another country. The American advertiser was expected to react to that competitive situation by harder selling and hence more advertising.

Ultimately, it was considered that if devaluation is successful, the volume of all trade will rise and so also trade with the United States. Should that happen, then the dollar shortage itself eventually might be licked.

Should the dollar shortage disappear, many American advertisers who have been building up huge sums in local currencies abroad would finally be able to get their money out in dollars.

The dollar problem has been troubling more and more American advertisers in such countries as Argentina, Bolivia, Chile, Uruguay, Peru, Ecuador, Brazil, Colombia, Mexico and various countries of Europe.

Some American companies, however, have not been content to build up foreign currency accounts. Instead, they have been buying local goods with their local currency surpluses and shipping the goods to the U. S. for resale. Others have been setting up branches in foreign countries, where surpluses may eventually rebound to the profit of American stockholders.

* * *

THE currency problems, however, are part of an old story to the foreign advertiser and foreign timebuyer. Though they were being studied more intensively in the past weeks because of the devaluation moves, they are only a part of the foreign time buying picture.

Also in the picture are these facts and trends:

- Billings through foreign station representative offices in New York are way up.
- Many foreign stations are doing well. While most still have time to sell, some are booked almost completely.
- In the Latin American field, the tendency is for American advertisers to buy spots instead of programs—a reversal of the former practice.
- Many foreign stations are now willing to offer more services, such as contest administration, than formerly.
- There is some evidence that time buying by American companies is increasing faster than newspaper and magazine buying abroad.

The problems in buying foreign

**ESSO AND COCA-COLA are two of the names exploited on the foreign airwaves.**

**At left—Actor Ray Milland appears as guest star on *Esso Reporter*, one of the more important news services in South America and carried four times daily on Radio America and its network of eight stations and Radio Continental, powerful voice of the interior.**

**At right—Among Coca-Cola's selling efforts is sponsorship of Genaro Salinas, "The Golden Voice of Mexico" on CX16, Radio Carve of Montevideo.**

**QUAKER OATS' radio theatre on Radio America is another of the American-sponsored shows on Radio America and its network of stations.**

**INTERVIEWS of visiting celebrities, such as Orson Welles (r), draws listeners for Radio Monte Carlo, Monaco. Conducting is Jean Manceau.**

radio time are considerable. Among them:

- Blue sky nature of the purchase. Lack of audience data on many foreign radios makes time buying difficult.
- Lack of contract standards.
- Lack of rate standards.
- Difficulty of finding adequate talent in many foreign countries.
- Danger many stations are over-spotted and bad bunching of commercials.

* * *

IN New York, Albert M. Martinez, vice president of Melchor Guzman Co. Inc., is one of the specialists in the radio export buying field.

Thus far this year, the 150 stations represented by his company have had an increase in billings through his company of 24% over last year.

Mr. Martinez, a student of time selling in the foreign field since 1932, believes American companies have been big users of such time, particularly in the Latin-American field, because of their own background of commercial radio in U.S., a huge advantage over other foreign sellers of goods who've never cut their eye-teeth in commercial radio, he explains.

Thus, in Cuba for example, American companies' programs are able to dominate the entire market. There is adequate proof of that in surveys made every other month by the Assn. of Advertisers of Cuba—one of the few surveys made regularly in the foreign field.

That survey showed for a recent period, for example, that of the 12 top programs on weekdays, 11 advertised American products and were sponsored by American companies. Four of the first 12 programs were sponsored by Procter & Gamble and seven by Colgate.

The Cuban survey is made by visits to radio homes over a three-week period every other month. Visits start at 9 a.m. and continue to 10:30 p.m., totaling over 50,000 visits in the course of a given three-week period. Visits average not less than 900 per quarter hour and at the peak listening time at 9:30 p.m. as many as 3,000 an hour. It is nothing to find 60% of all Cuba's estimated 700,000 sets turned on. Weekday listening is heavier than Sunday dialing, due to better weekday programming, in the opinion of Mr. Martinez.

* * *

ONE buying tool that Mr. Martinez and others like him are looking forward to is the 1950 census in South America. That is expected to count radios, refrigerators and other items in addition to the traditional noses. The census may give the first reliable set-ownership figures in many parts of the continent.

Mr. Martinez sees a trend in the employment of more spots in foreign countries by American companies. The volume of spots used in some of the foreign countries is practically unheard of in present-day U.S. radio. It is nothing for Miles Laboratories Inc., on behalf of Alka Seltzer, to buy 135 spots daily over one station. What impact such a campaign might have is indicated by the fact that such announcements might be as frequent as ten an hour.

Alka Seltzer itself is one of the great sales successes in radio export timebuying. It has completely dominated numerous markets around the world through its constantly reiterated radio messages.

* * *

AT Pan American Broadcasting Co., Arthur Gordon, sales manager, said its billings for stations around the world is up, with Latin America billings showing an 18% rise and Alaska a 38% rise. In Latin America alone the company represents over 60 stations in 20 countries.

J. J. Donelon, head of media at National Export Advertising Service, which handles foreign advertising exclusively, reported business of his agency in the radio field as holding about even but with South American placements out front. He foresaw that foreign stations generally would be offering more and more services to American advertisers, in addition to merely offering time.

Irwin A. Vladimir, president of Irwin Vladimir & Co. Inc., whose advertising agency does a big foreign business throughout the world, reported that billings were holding up and that if the dollar shortage were to ease, billings would increase considerably. He noted that American sponsors were becoming "more choosey" in their selection of foreign programs for sponsorship. Among the problems of trying to build good programs in many countries, he said, were the lack of good talent and the local labor restrictions on the importing of "canned" talent.

* * *

GUY Bolam, representing Radio Luxembourg, reported that a recent influx of American and English advertisers on his station, one of the key outlets in all Europe, has resulted in its commercial time being practically sold out. That record was attained although Radio-Luxembourg had to start from scratch after the war and despite the fact that it boasts the highest rate structure of any station in the world—$500 per quarter hour.

Commercial radio in Europe has begun to make a comeback since the end of the war which should be important to ever increasing numbers of American exporters, according to Arno Huth, radio consultant and author of several books on international radio.

It is his belief that radio presents an advertising opportunity there which is especially important in view of the tight paper situation still constricting advertising in Europe's graphic media.

It also is his belief that many American companies which could sell to Europe under the Marshall Plan are missing a chance to funnel their products overseas via a demand whetted by radio.

Many European stations have been considerably concerned about streamlining their commercial operations, he said. That desire gave birth to a meeting in Paris last June of commercial broadcasters and agency radio executives from ten countries or areas—Andorra, Austria, Belgium, France, Italy, Luxembourg, North Africa, Saar, Spain and Switzerland.

Outcome of the meeting was to set up a secretariat in Paris under the leadership of Louis Merlin, president and director general of Informations et Publicite. Further meetings already are planned for 1950 and a permanent trade association may result.

At the June meeting, stations decided to study cooperatively allocation of frequencies, technical standards, program exchanges, copyrights and commercial organization. Agencies decided to coordinate their experiences, methods and research in promoting radio and to provide for advertisers materials on rates, length of commercial and audience.

* * *

**GOAR MESTRE, president of CMQ Havana, shown behind the desk in his offices at the sumptuous headquarters of CMQ, is typical of the broadcasters in foreign markets whose aggressiveness and showmanship are selling American products.**

XUM

# NEWSCAST PROFITABLE

## NARND Studies Techniques

RADIO NEWSROOMS pay off in profits, according to bookkeeping marshalled before the three-day annual convention of National Assn. of Radio News Directors, held Nov. 11-13 in New York.

Two station managers, Wilton Cobb, WMAZ Macon, Ga., and A. R. Vadeboncoeur, WSYR Syracuse, were among members of a five-man panel who discussed the economics of the newsroom. With them were these news directors: Orrin Melton, KSOO Sioux Falls; Bill Warrick, WJOB Hammond, Ind., and Bill Krueger, KDAL Duluth. Title of their inquiry was "Profitability of Professional Radio Newsrooms."

Their panel was one of a series of events during the convention which provided the newsmen with ammunition to take back to station managements in NARND's efforts to build up the role of the radio newsman. That managements would have the ammunition fired at them was a sure bet. Few conventions have been attended by so many assiduous note-takers.

Mr. Cobb detailed the finances of the news set-up in his 10 kw CBS outlet. Its five-man newsroom costs $1,500 per month, he said, of which salaries are 80%. For that expenditure, WMAZ receives 59 hours of programming monthly at a cost of $25.00 per hour. Since transcription service for his station runs from $40 to $100 an hour, news programs are "an economic programming service even if never sold," he argued.

### Net from News Shows

But actually, a goodly portion of news programs is sold at WMAZ. Of the money brought in, 65% goes to maintain the news department and the rest can be credited to time sold. That net received for the time, said Mr. Cobb, equals what the station would receive, after all deductions, for the sale of its facilities for network programming.

"Actually, a station receives the same percentage — 35% — of the actual money paid by clients to networks that we receive from our news department," he said. The average value of the free time given on a network contract by a station of our size is exactly twice the cost of maintaining our news department.

"Now if you are willing to give a network $3,000 worth of free time each month, just for prestige, programming and the possibility of eventually making a profit from network time sales, aren't you justified in spending $1,500 a month to build a local news department with a proven ability and with the same future possibility of profit as pertains to the network?"

Further, Mr. Cobb insisted that news programming locally produced is superior programming, resulting in top listener ratings. One of his station's local news shows, a 7 p.m. program, has a 25.9 Hooper. The *Lone Ranger* on the same station is rated at 21.7.

Even WMAZ's daytime news at 1:15 p.m. rates at 15.1. That stands up against the top daytime soap operas on the same station as follows: *Ma Perkins*, 17.4; *Big Sister*, 16.1; *Guiding Light*, 14.4; *Nora Drake*, 12.8; *Perry Mason*, 14.1; *Dr. Malone*, 9.3; and *Hilltop House*, 8.7.

Mr. Vadeboncoeur reported that of the $600,000 to $700,000 a year gross of his station, 20% was from the sale of news. And of every dollar grossed from news, 41% was from local newscasts.

The WSYR formula, he said, was to hire the best reporter the station could find in Syracuse and to let him pick his staff. The result has been the building of popular local newscasts, all sponsored, with few switches in sponsorship, he said.

Mr. Melton cited his own station manager, George Hahn, and another, John Meagher, of KYSM Mankato, Minn., as stating newscasts added to a station's profit. Mr. Meagher was credited as saying that not only is the news department self-liquidating but that it adds immeasurably to the worth of the entire program structure.

Mr. Melton himself said that the news periods had the added value of making adjacencies valuable. Further, they have prestige value, promotion value, and enable the station to fulfill public service functions, he said.

### High Returns

Mr. Warrick pointed out that his 250-w station spent $250 to $300 a month on news and received $500 to $700 in return—$2 back for every $1 spent. The monthly expenditure includes salaries for three men, wire service, telephone charges, supplies and travel or gasoline expenses, he said. The intake of $2 back for every $1 spent, did not, however, include the cost of air time.

He believed, however, that the station got other plus factors out of its news department. These included listenership, prestige and valued adjacencies. Particularly he stressed listenership, stating that the news department enabled his station to compete with nearby big-time Chicago outlets.

"With us," he concluded, "if we are to have an audience, local news is not a luxury—it's a necessity."

Mr. Krueger told the directors that news also pays off as a loss leader even when it does not show a dollars and cents profit.

His 5-kw station spends $1,650 monthly for news operations, including its three-man news staff.

*(Continued on page 81)*

**ATTENDING ceremonies for the award of a briefcase in appreciation to Sig Mickelson of WCCO Minneapolis, outgoing NARND president, for his service to the organization are (l to r): Mr. Mickelson; Gen. Omar Bradley, joint chief of staff of armed forces; Jack Shelley, WHO Des Moines, newly-elected president; Edward R. Murrow, CBS commentator; Jim Bormann, WMT Cedar Rapids, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Ben Chatfield, WMAZ Macon, Ga., first vice president.**

# K & E PROMOTES

## *Davis, Wolfe, Miller Are Vice Presidents*

THREE executives of Kenyon & Eckhardt, New York, have been elected vice presidents of the agency. They are Hal Davis, publicity director; Robert D. Wolfe, manager of the Hollywood office, and Donald C. Miller, manager of the Detroit office.

Mr. Davis has been with the organization for the past four years after three years wartime service in the Navy. Prior to that he headed his own publicity organization and was with CBS for 6 years. Mr. Davis will continue as director of publicity and also will serve as a member of the basic plans board, to which he was appointed last week.

**Mr. Davis**

Mr. Wolfe has been with the agency for the past eight years. He has been manager of the Hollywood office for the past two years and prior to that he was associate radio director in New York.

Mr. Miller has been with K & E since February 1948 as manager of the Detroit office. Before that he was organizational manager of the Packard Motor Co. During 1942-43, he was with the U.S. Treasury Dept.

**Mr. Wolfe**

**Mr. Miller**

## GREAT PROTECTOR

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W·I·T·H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W·I·T·H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W·I·T·H delivers more loyal *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H. That means that a *little* money does *big* things on W·I·T·H.

Call in your Headley-Reed man today and get the whole W·I·T·H story.

**WITH**

**BALTIMORE, MARYLAND**

TOM TINSLEY, *President* • Represented by HEADLEY-REED

# FM HOURS

## FCC Proposes Minimum Daily Operation

FCC PROPOSED last week to require FM stations to operate at least as many hours daily as their AM affiliates, and, in the case of FM-only stations, to reach a minimum of 12 hours per day after two years on the air.

The proposal, announced Wednesday, followed the recommendations advanced last August by the FM Assn. [BROADCASTING, Aug. 8]. Current rules (Sec. 3.261) require at least six hours' daily operation — three between 6 a.m. and 6 p.m., and three between 6 p.m. and midnight.

Under FCC's new plan, adapted from FMA's, the current requirement would stand as the minimum during a station's first year of operation. In the second year the minimum would be four daytime and four nighttime hours, and thereafter it would be eight hours daytime and four at night.

FM stations operated jointly with AM outlets would be required to meet these minima and also to operate as many hours daily as the AM station. Thus FM affiliates of AM daytimers would be required, like all other FM stations, to operate at least three hours at night during the first year and at least four thereafter.

Authorities said tentative surveys indicate about 40% of FM stations operate in the neighborhood of current minimum requirements and that about the same percentage operate fulltime, or close to fulltime, leaving around 20% whose hours fall into the "in between" category.

Of the estimated 740 FM stations now on the air, FMA figures indicate almost 85% have AM affiliates.

FCC pointed out, as RMA did in its petition, that the present minimum requirements were fixed when there were around 50 stations on the air as against today's 740, and that it was recognized at the outset that more time ultimately would be required.

FCC's proposal also made clear that "daily" includes Sundays.

The Commission said comments for and against the proposed change would be accepted through Dec. 19. Text of the proposed new rule:

**Section 3.261. Time of operation. All FM broadcast stations shall be licensed for unlimited time operation. A minimum operating schedule per day, including Sundays, shall be maintained as set forth below.**

**(a) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals and groups under common control), which does not also own or control a standard broadcast station in the same community, town, city, or metropolitan district, the FM broadcast station shall be operated as follows:**

**(1) During the first year of operation the minimum operating schedule shall include not less than three hours between 6:00 a.m. and 6:00 p.m. and three hours between 6:00 p.m. and midnight;**

**(2) During the second year of operation, the minimum operating schedule shall include not less than four hours between 6:00 a.m. and 6:00 p.m. and four hours between 6:00 p.m. and midnight;**

**(3) After the second full year of operation the minimum operating schedule shall include not less than eight hours between 6:00 a.m. and 6:00 p.m. and four hours between 6:00 p.m. and midnight.**

**(b) Where the FM broadcast station is owned or controlled by an individual or group (including all individuals or groups under common control) which also owns or controls a standard broadcast station in the same community, town, city or metropolitan district, the FM broadcast station shall, in addition to meeting the requirements of subsection (a), operate at least as many hours per day between 6:00 a.m. and midnight as the associated standard broadcast station.**

**(c) "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period.**

**(d) In an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days; provided, that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing upon cessation of operation and upon resumption of operation.**

## October Box Score

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

| | AM | FM | TV |
|---|---|---|---|
| Total authorized | 2,229 | 815 | 112 |
| Total on the air | 2,063 | 744 | 90 |
| Licensed (All on air) | 2,021 | 472 | 23 |
| Construction permits | 208 | 334 | 89 |
| Conditional grants | | 9 | |
| Total applications pending | 966 | 190 | 394 |
| Requests for new stations | 329 | 50 | 354 |
| Request to change existing facilities | 288 | 32 | 18 |
| Deletion of licensed stations in September | | | |
| Deletion of construction permits | 4 | 14 | 1 |

## SMYTHE NAMED

### To Arrowhead, WEBC Posts

THE ARROWHEAD Network and the Head of the Lakes Broadcasting Co. have announced the appointment of Marlin E. Smythe as manager of WEBC Duluth and Arrowhead's Minnesota group of stations. Mr. Smythe replaces H. E. Westmoreland, former director of operations, who has opened his own agency (H. E. Westmoreland Inc.).

Mr. Smythe

A veteran of 23 years in the radio industry, Mr. Smythe started as an entertainer at KYA San Francisco in the twenties. Besides his radio activities, he is known as an expert in the juvenile problem field.

## WQXR NEW HOME

### In Times Bldg. By Spring

NEW STUDIOS and offices for WQXR New York are now under construction in the building of the *New York Times*, owner of the station. Completion of the work, which will bring the station for the first time under the same roof with its parent company, is scheduled for the spring of 1950.

The station will occupy about 18,000 square feet of space, approximately half of which will be devoted to studios and a large record library. Five studios will be housed on the ninth floor of the building at 229 West 43 St., and offices will be located on the west end of the tenth floor. A private stairway will connect the two floors.

Two large and three small studios have been designed to accommodate the latest accoustical developments in AM and FM broadcasting. A master control and a subsidiary control room will be designed for utmost flexibility of operation.

Shreve, Lamb & Harmon, architects who designed the new addition, and Rheinstein Construction Co. estimate it will be completed by the end of March.

## NAB SLIDE FILM

### Radio Selling Power Cited

NAB'S slide film argument on behalf of radio's selling power was presented to the Washington Ad Club last Tuesday by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau. The film is entitled "How to Turn People Into Customers."

The film has been shown by 375 stations, Mr. Mitchell said, and by the end of the year will have been seen by 80,000 retailers.

Attending the luncheon were several NAB board members and President Justin Miller. The directors were Frank U. Fletcher, WARL Arlington, Va.; George D. Coleman, WGBI Scranton; Eugene S. Thomas, WOIC (TV) Washington, and Robert Enoch, KTOK Oklahoma City.

Mr. Mitchell described the local retailer as radio's biggest customer. He traced the growth of radio as an advertising medium that gets results and told how to sell at lower cost with less effort via the airwaves.

**FROM Richmond and New York come reports of the outstanding success scored by *Tune-O*, a new show in which a bingo-type game is played by listeners at home involving identication of tunes. In both cities, listeners are reported flocking to grocery stores sponsoring the show for *Tune-O* cards. From $500 to $1,000 in prizes are distributed daily. Promotion involves full-page opening ads and daily radio page breaks. At opening program on WLEE Richmond (picture on left), Joe Mason (seated, l), announcer for *Tune-O*, takes a listener's call as Harvey Hudson (r), WLEE operations manager, points to master *Tune-O* chart. Looking on are Irvin G. Abeloff (l), WLEE general manager, and Marvin A. Kempner, vice president of Richard H. Ullman Inc., Buffalo, owner of show copyright. In picture on right, 250 Seeman Bros. Inc. salesmen gather for preview of *Tune-O* over WMCA New York. Last Minute details are ironed out by (l to r) Robert D. Buchanan, creator of the show; Mort Fleischl, WMCA account executive; Norman Boggs, WMCA general manager; John D. Scheuer, vice president and general manager, William H. Weintraub & Co.; Sylvan L. Stix, president of Seeman Brothers.**

## Christmas reminder...

When you're thinking about what to give your business associates, customers, and friends, remember this...

*Chances are they'd rather get Four Roses.*

Your favorite retailer will be glad to make special arrangements for gift purchases and deliveries.

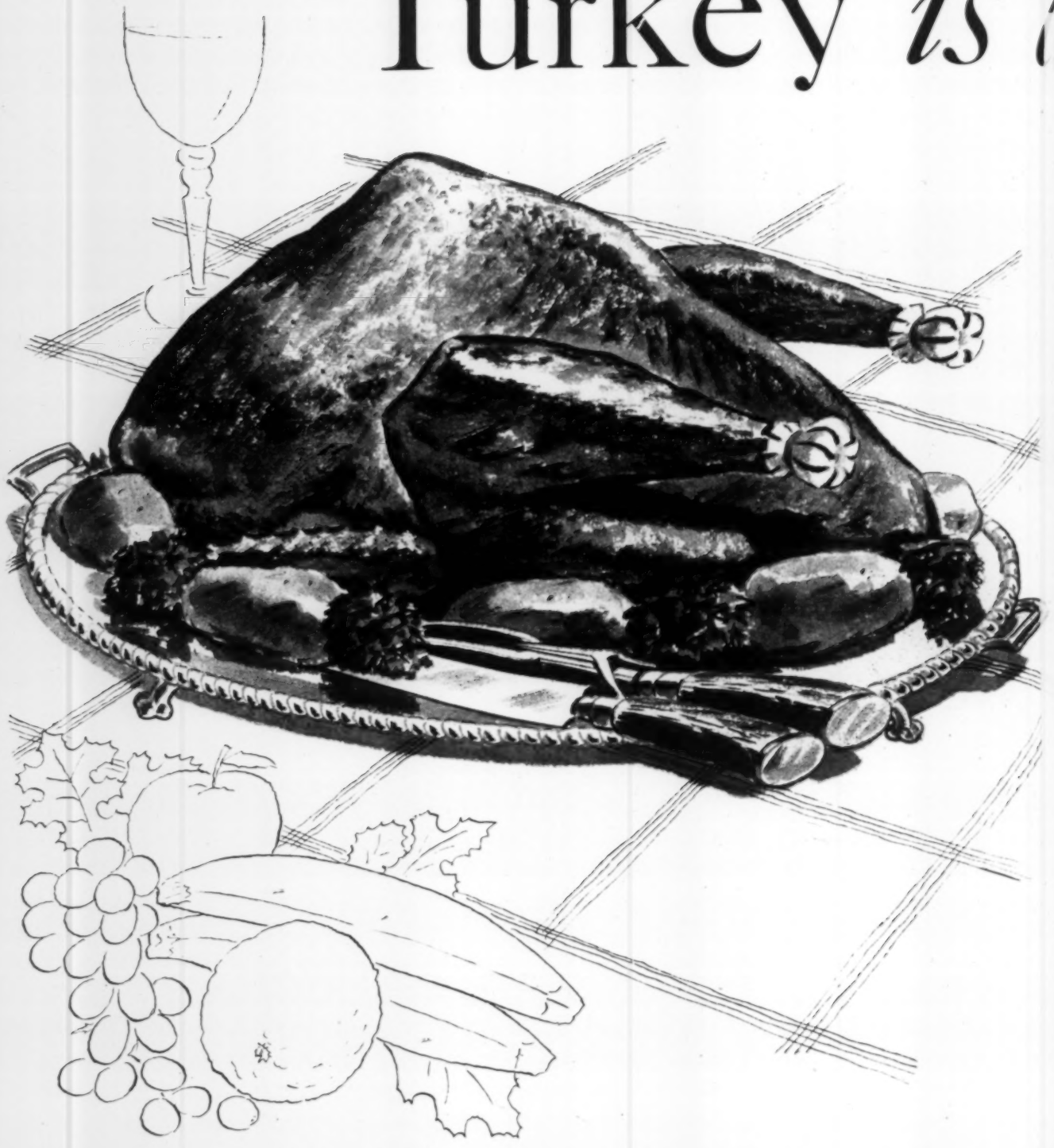
**FOUR ROSES**

**AMERICA'S FAVORITE GIFT WHISKEY**

FINE BLENDED WHISKEY in an attractive gift carton.

90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York City.

# Turkey *is*



# state of mind

Say "turkey" to anyone but an American and he thinks of a country bordered by the Mediterranean. Say "turkey" to any American and he thinks of roast fowl, potatoes, and all the trimmings.

That's because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.

## THE FORT INDUSTRY COMPANY

**WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.**
**WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.**
**WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.**
***National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455***

# Editorial

## Station Personality

THERE'S AN indefinable something involved in the sale of a station that departs from the ordinary business transaction. It is because stations are not mere chattels; not transmitters and microphones and studios and wires.

Stations acquire personality. Stations are people. The personalities of those people are reflected in the operations.

This has never been more evident than in the sale of WNEW New York to a new company. WNEW is a station with personality plus. It is highly successful in the most competitive market in the world.

The guiding genius of WNEW is Bernice Judis, for 14 years its general manager. She surrounded herself with able people—like Ira Herbert, in charge of sales, and Ted Cott, who directs its programs.

Why Arde Bulova decided to sell WNEW is not disclosed. Previously he had sold other stations along the Eastern seaboard, and his foreign-language WOV in New York. In the latter case, provision was made whereby the directing heads could acquire ownership-interests. Ralph Weil, manager and Arnold Hartley, program director, took advantage of the opportunity. It was good for the new principal owners and for the operating heads. The policies continued. The "personality" of WOV was unchanged.

The same can be expected at WNEW. Miss Judis and Mr. Herbert acquire substantial interests. William S. Cherry Jr., Rhode Island businessman and broadcaster, who heads the purchasing company, wanted it that way. So did Mr. Bulova, who obviously felt an obligation to them.

It is good for the *esprit de corps* of radio to witness such transactions. It proves that corporations, in radio in any event, are not all always cold and callous.

## Colour Blind

THE VIGOR with which CBS and RCA have been promoting their rival color television systems is quite understandable and is an inherent quality in America's competitive economic system, but we wonder if the two corporations have not lost some control of their emotions in their exchanges of last week.

Upon returning from England a fortnight ago, Dr. Peter C. Goldmark, CBS director of engineering research, announced that the British Broadcasting Corp. was intending to begin color experiments based on the CBS system. Dr. Goldmark's report was countered by an RCA statement that BBC had advised it had no arrangements with any British or American firm for color television development. Dr. Goldmark then countered RCA's counter.

We can all agree that BBC, AM-wise as well as TV, could stand color—any kind of color. But whether BBC does or does not adopt color TV, whatever the system, is of slight importance in the United States.

British TV, like British radio, is Government-operated. It is non-commercial. It is moribund. BBC has had a television station for a dozen years. Today it still has a single station, as against nearly 100 in these United States, placed in operation in four short years.

British radio and TV is the antithesis of Radio by the American Plan. BBC is proselyting the world over against our system.

Why worry about whether they do or don't use color on their solitary transmitter?

## NAB Realigned

NAB AND ITS adolescent progeny—BMB and BAB—today stands reorganized, after more than a year of arduous work by the board of directors.

Last week in Washington the board completed the last phase of its job. It was not wholly according to plan, but appears to be close enough to it to satisfy the majority of member-broadcasters.

The basic reorganization was charted last July at Portsmouth, N. H. There remained principally the disposition of BMB and of BAB. BMB, by board mandate, will be dissolved when the second nationwide study is completed this year. The board acted wisely in recommending that a new corporation be formed to plan research studies and other services, as may be determined by a tripartite group of broadcasters, advertisers and agencies. The project could, with needed modifications, follow the pattern of Broadcast Music Inc., the highly successful enterprise launched under the aegis of the NAB a decade ago, and which delivered radio from the chaos generated from a then monopolistic ASCAP.

The BAB, which sprang from a spontaneous movement at the NAB Convention last April to combat competitive media and bring new business to broadcasting, has been functioning as a unit of the NAB. The original plan was to separate BAB from the NAB. The board last week decided to retain BAB as an NAB function, with the issue of separation to be considered at a later date.

It is not hard to fathom the reason. Maurice B. Mitchell, the aggressive young BAB director, is enjoying phenomenal success in his NAB distict-meeting swing. He tells a straight-from-the-shoulder story on the competitive situation. He has the fire and the enthusiasm that salesmen love.

But it takes time and direction to build an organization that will give battle to the competitive giants. The directors decided that the board should figure in the strategy. They certainly have a point.

There are other considerations. All stations, of course, are avidly interested in business. The newer stations—because they have less of it—fervently look to BAB as the answer to their economic prayers. To many of them, other NAB activities may be regarded as secondary.

Hence a separate BAB, separately sustained, could result in defections from NAB membership, because many stations might be loath to pay into two tills. Conversely, many of the older stations have only cursory interest in BAB. Their interests lie in the broader aspects of association activity—in protection of the medium.

We go along with the concept that it's too early for a separation. BAB, cut loose from the NAB's apron strings, could get lost and hungry. NAB, without the numerical strength and incentive of newer and smaller entities, could suffer on the national scene.

The board, during its three-day session, covered a comprehensive legislative calendar. Joining of hands with the motion picture industry in the fight against censorship of the media of expression should yield tangible results, though they may not be immediately discernible. The most toward fusion with the FM Assn. certainly is desirable. Affirmative steps, at long last, were taken to combat the radio tax threat implicit in the U. S. Supreme Court's refusal to review the Little Rock occupation tax on stations and the $50 per man salesman's license fee.

This board, we feel, has done the best job it could with what it had. But the NAB won't operate on momentum. From now on it will take team-work, direction and leadership.

## Our Respects To—

SYLVESTER LAFLIN WEAVER Jr.

SYLVESTER LAFLIN (Pat) WEAVER Jr., NBC's new vice president in charge of television, has been equipped throughout the 18 years of his radio and advertising career with a secret defense against occupational cholers that are apt to lay a more vulnerable man low.

Mr. Weaver, a onetime $35,000-a-year employe of the late George Washington Hill, has survived that and other rigors of the trade because of an ability to withdraw from the screeching market place from time to time and refresh his mind and spirit in the quieter company of ancient thinkers.

As an undergraduate at Dartmouth, Mr. Weaver majored in philosophy, a curricular choice which has since enabled him to restore himself after a vexing bout with a falling Hooperating, by browsing in the antidotal detachment of Aristotle or other inhabitants of the cosmic plane.

His present assignment promises to exert a severe strain on Mr. Weaver's metaphysical resources. He is charged with the creation of a semi-autonomous television network organization, one of three principal operating units into which NBC is being reorganized. And also with making it profitable.

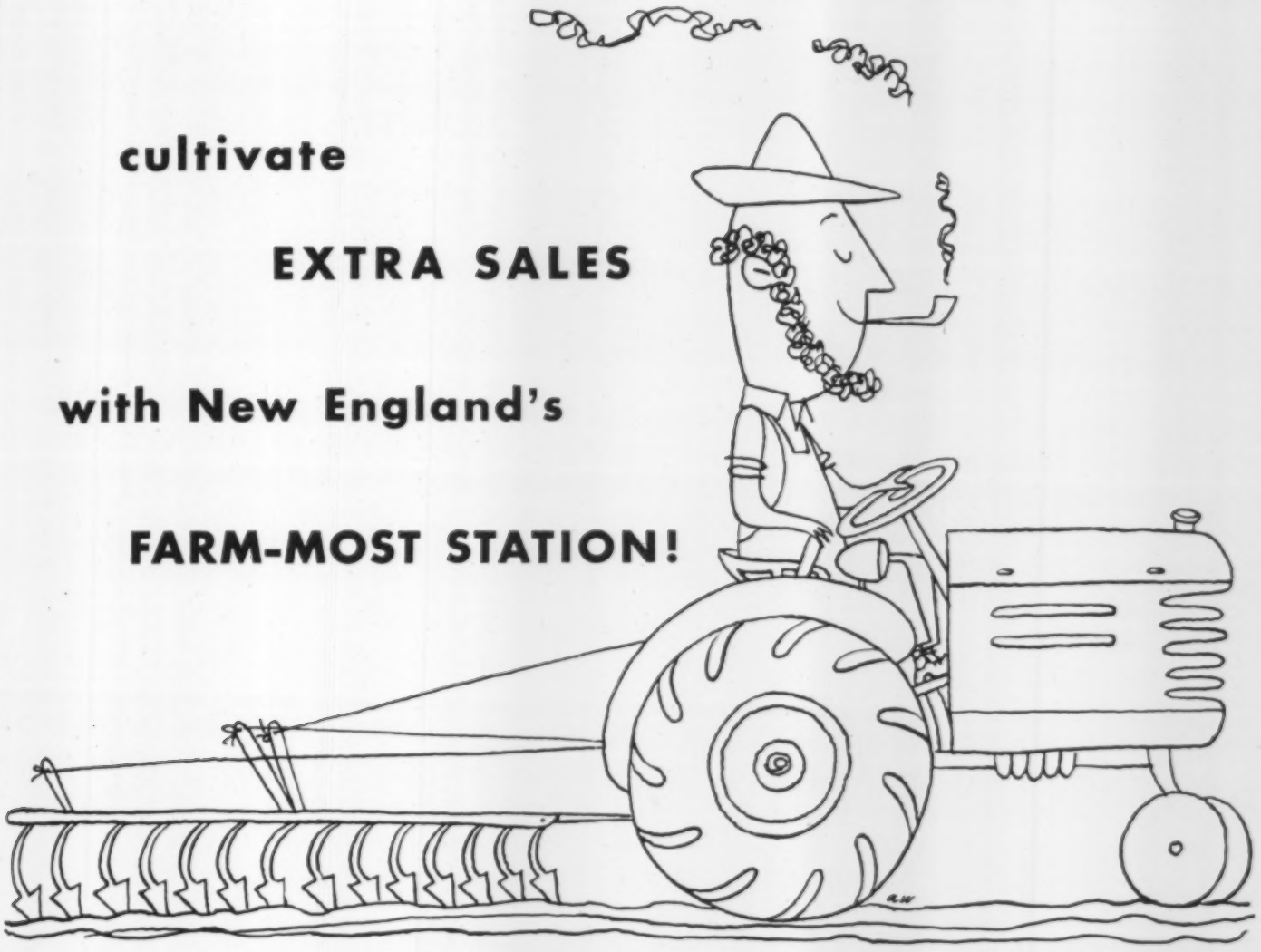
Mr. Weaver, who has occupied a series of impressive offices in radio, television and advertising, did not have that career in mind when he entered Dartmouth and picked philosophy as his course. He wanted to be a writer. Philosophy, he felt, would provide the proper background for a literary career.

Upon graduation in 1930, he made a leisurely tour of Europe and the Mediterranean, roving through the remains of antique cultures he had come to admire in his studies of philosophy and history at Dartmouth. Returning from the peaceful ruins of the old country to a depression-ridden America of 1931, Mr. Weaver began his literary career by selling magazines door-to-door in New York, a community which at that moment seemed uncharitable if not downright hostile to fledgling authors.

After two months of foisting the *Ladies Home Journal* and *Country Gentleman* on resisting housewives while his heart was actually in the Acropolis or Thebes, Mr. Weaver decided to quit the path toward schizophrenia and confine his energies to modern civilization.

He returned to his family home, Los Angeles, and went to work for Young & McAllister, direct mail and printing firm, as a writer and salesman. He also was editor of the *Blue Pencil*, the magazine of the Los Angeles

*(Continued on page 38)*



# cultivate EXTRA SALES with New England's FARM-MOST STATION!

Want to boost your farm market sales? *Do it in New England*.. where total agricultural cash receipts exceed $790,000,000* yearly!

Want top coverage among New England farmers? *Get it with WBZ and WBZA*.. the Westinghouse stations that reach 80 percent or more of all New England, both urban and rural!

Tell your story on the *New England Farm Hour*, the WBZ early-morning feature that helps start the day for so many Yankee farmers.** Well-placed participations available, as segments or announcements, from 6:00 to 7:00 AM, Monday through Friday. Check WBZ or Free & Peters.

* **Federal Reserve figures.**

* * **In a single week in October, more than 1,000 New England farmers *wrote in* for copies of bulletins mentioned by Roger Harrison, Farm Hour director.**

**WBZ**

**BOSTON**

**50,000 WATTS**

**NBC AFFILIATE**

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

## Management

**THAD M. SANDSTROM** named general manager of KSEX Pittsburg, Kan. He has been with station since January as sales manager. Prior to that he was promotion manager of KTOP Topeka, Kan. He succeeds **JAMES M. GRIFFITH** who has purchased an interest in KVAK Atchison, Kan.

**PHILLIP WOOD**, for nine months assistant general manager of WKOW Madison, Wis., appointed assistant to **MILTON L. GREENEBAUM**, president and general manager of Saginaw Broadcasting Co. and WSAM Saginaw, Mich.

**C. ROBERT RAY** reappointed station manager of WBUY Lexington, N. C., after serving with WLOE Leaksville, N. C., as commercial manager for past seven months.

**WENDELL B. CAMPBELL**, recently appointed manager of WCCO Minneapolis, named member of board of directors of Minneapolis Aquatennial Festival.

**MILTON H. MEYERS**, general manager of WWCO Waterbury, Conn., and **FORD BILLINGS**, commercial manager for station, named to membership in Radio Pioneers Club. Minimum requirement for admittance to club is 20 years' service to broadcasting industry.

**WALTER A. NIELSON**, station manager of WCNX Middletown, Conn., and Emma Lou Kehler have announced their marriage.

**FRANK BURKE Jr.**, general manager of KFVD Los Angeles, is the father of a girl, Shelley Glenn.

## Respects

*(Continued from page 36)*

Advertising Club, through 1931.

The next year he joined the Don Lee network as a comedy writer. He wrote for such early-day radio successes as the *Blue Monday Jamboree* and *Hollywood Hotel*. In 1934 he was assigned to Don Lee's San Francisco operations as program manager. A year later he quit to try his luck again, on what he fervently hoped would be a higher level than his first experience, in New York.

Mr. Weaver's second professional venture into the big city was a success from the first. As a freelance writer, producer and director he worked on a number of network shows, and before his first year was out he was hired by Young & Rubicam to produce the Fred Allen program.

Two years later he became manager of the agency's radio department. Within a year after that Mr. Weaver joined the American Tobacco Co. in charge of Lucky Strike advertising. He was 30 years of age. Before his 31st birthday he rose to advertising manager of the American Tobacco Co., the right hand man to Mr. Hill in the company's advertising matters.

Mr. Weaver and Lucky Strike Green left for the war at about the same time. In 1941 he became associate director of communications for the Coordinator of Inter-American Affairs in Washington.

After a year of desk work, he applied for active duty in the Navy. Soon he was serving as commanding officer, a lieutenant, of a patrol craft in the South Atlantic.

During untroubled cruises of this period, Mr. Weaver's literary bents reasserted themselves. He wrote, among other things, a novel which he describes as "socio-political" in nature. Still unpublished, it awaits rewriting at some future date when its author is not so preoccupied with the broadcast word.

### Joins AFRS

In November 1944, Mr. Weaver was transferred from sea duty to the Armed Forces Radio Service in Hollywood where he was program manager. Among other memorable programs that he produced at AFRS was a two-hour *Command Performance* on V-J Day.

The war over, Mr. Weaver returned to the American Tobacco Co. in charge of advertising. Two years later he went back to Young & Rubicam as vice president and director of radio and television as well as a member of the agency's plans board and executive committee.

It was from that position that he was hired by NBC last summer to take over the top television job.

Mr. Weaver was born in Los Angeles Dec. 21, 1908, the eldest in a family of four. A brother, Winstead Weaver, slightly younger than Sylvester, grew up to become widely known as Doodle Weaver, a comedian now with the Spike Jones act. A sister Sylvia, is now fashion editor of the *Hollywood Citizen-News*, and the other sister Mrs. Paul Fritz, is married to a prominent Los Angeles attorney.

The infant Sylvester arrived before his parents had settled on a name for him. For some time his father referred to him as Pat. The nickname stuck, and he has been called that all his life.

Mr. Weaver married an actress, Elizabeth Inglis, Jan. 23, 1942. They have two children, a 3½-year-old son, Trajan Victor Charles Weaver, on whose name, appearances to the contrary, his parents had definitely settled before he was born, and a daughter, Susan Alexandra, a month old.

Mr. Weaver's principal avocations are skiing and swimming. Each winter he has taken a month's vacation to visit Sun Valley. He is somewhat frustrated in water sports in recent years. Like many Californians transplanted to the eastern seaboard, Mr. Weaver finds the Atlantic mild. He yearns for the long, rolling waves of the Pacific which, unlike the choppy waters of the Atlantic, are good for surf riding.

His fraternal memberships are in Phi Beta Kappa and Phi Kappa Psi.

## PARENT TEACHERS

### Radio Ad Honesty Stressed

RADIO'S responsibility for honesty in advertising was stressed by Nick Nelson of the KFAC Los Angeles *Uncle Whoa Bill* program in a discussion on children's programs at a meeting of Hugo Reid Parent Teachers Assn. in Arcadia Nov. 7 [BROADCASTING, Nov. 7].

One of a four-man panel representing the Southern California Broadcasters Assn., he pointed out children's loyalty to sponsors of their favorite shows and stated that broadcasters should see to it that inferior products are not "foisted off on kids." He added that radio's "unwritten code of ethics" has succeeded in this.

Other panel members were Martha Gaston Bigelow, KFOX Long Beach account executive and regional chairman of the Assn. of Women Broadcasters; Allan D. Courtney, NBC Hollywood director of public relations, and Jeanne Gray, KMPC Hollywood women's editor.

**INAUGURAL of WMAL Washington's new juvenile program *Firefighters* is marked at luncheon attended by sponsor, agency, station and civic officials, including (l to r): Kenneth Berkeley, vice president, WMAL; Chief Joseph A. Mayhew, District of Columbia Fire Dept.; Lewis Edwin Ryan, owner, Lewis Edwin Ryan Organization, agency on the account; Lewis G. Graeves, president, Chas. Schneider Baking Co., sponsor, and William B. Doores, Lewis Edwin Ryan account executive. *Firefighters* is broadcast over WMAL Monday through Friday, 4:45 p.m.**

## Commercial

**GLEN A. HARMON** joins KAKC AM-FM Tulsa, Okla., as commercial manager. He was formerly commercial manager of WBBC Ponca City and KMUS Muskogee, and was most recently account executive for KFMJ Tulsa. **LEE ABBOTT**, former commercial manager of KOME Tulsa, account executive of KFMJ Tulsa and KBYE Oklahoma City, also joins staff of KAKC-AM-FM.

**SIDNEY R. HARRIS**, formerly with Congressional Publishers, Washington, joins commercial department of WPAL Charleston, S. C., as regional account executive.

**INDEPENDENT METROPOLITAN SALES**, Chicago, appointed national representative for KLMS Lincoln, Neb.

**EARLE BROOME** appointed commercial manager of WBUY Lexington, N. C.

**DOYLE OSMAN**, formerly general manager of KXO El Centro, Calif., joins KFAC Los Angeles as account executive.

**FORJOE & Co.**, national radio and television station representative, announces removal of its Los Angeles office to larger quarters at 1127 Wilshire Blvd., under management of **LAWRENCE KRASNER**.

**ROBERT FRANKLIN ADAMS**, previously with Jack Adams Concert Management, New York, joins sales staff of WINS New York.

**WILLIAM REED Jr.**, salesman at WCBS New York for past year, appointed account executive in New York office of John Blair & Co., radio representative. Mr. Reed was salesman at WINS New York for four years.

**RUDOLPH S. PETERSON**, former president of Hollywood Recorded Features, Chicago, joins local sales staff of WBBM Chicago. He is former business manager of Schwimmer & Scott, Chicago agency.

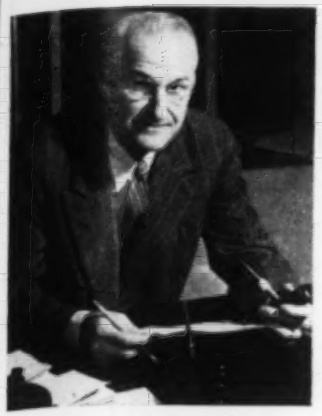
**EDWARD LARKIN**, formerly with Radio Sales, and **L. L. STEARNS**, formerly with WCBS New York, added to New York office of Radio Sales-Television as account executive. **HAROLD DAVIS**, formerly assistant commercial manager at WCAU Philadelphia, named to replace Mr. Larkin in his Radio Sales account executive post.

**AL ALPERSTEIN**, formerly advertising manager of H. H. Butler stores and general manager of Charles H. Rogers Adv. joins Pan American Broadcasting Co., New York, as sales promotion manager.

**MELCHOR GUZMAN Co.**, N. Y., appointed U.S. and Canadian representative for Radio Program Continental Network of Republic of Panama.

**MORT LOWENSTEIN**, commercial manager of WCAM Camden, N. J., is the father of a boy, David, born Oct. 28.

CHUM Toronto has joined Canadian Tourist Assn., first station to do so. CHUM has featured tourist programs and commercials for some years.



WALLACE KADDERLY, KGW Portland, Ore., radio farm director and former U. S. Dept. of Agriculture director of radio, has been chosen to preside over this year's convention of the National Assn. of Radio Farm Directors in Chicago where some 175 radio farm directors are expected to discuss selling aspects of farm programming.

# FARM DIRECTORS *Annual Session Opens Saturday in Chicago*

PROBLEM of selling farm programs to advertisers and the practical use of television in agricultural areas will highlight the annual convention of the National Assn. of Radio Farm Directors, scheduled to meet in Chicago's Stevens Hotel Saturday and Sunday, Nov. 26-27.

The convention will be held simultaneously with the National 4-H Congress for which extensive radio and TV plans have been made, according to the U. S. Dept. of Agriculture. Farm directors also will take in the congress, slated to get underway Sunday.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, will address the group Saturday, speaking on "Farm Programs for Advertisers."

Also on the Saturday agenda is a video panel, tentatively titled "Practical RFD Television," with Mal Hansen of WOW Omaha as chairman. Others scheduled to participate include Bill Givens, WGY Schenectady; Layne Beaty, WBAP Fort Worth; Tom Page, WNBC New York, and a USDA representative.

On Sunday, following NARFD business and committee reports, the group will delve deeper into the selling phase of farm shows. Topics set for discussion are "Selling Farm Programs" and "Servicing the Farm Program and Keeping It Sold."

Speakers during the two sessions include:

Roy Battles, WLW Cincinnati; Joseph Bumgarner, agricultural account executive, E. H. Brown Adv. Agency; Lew Van Nostrom, sales manager, WMT Cedar Rapids, Iowa; Leo Alsen, DeKalb Agricultural Assn.; Charles Worcester, WMT; John C. Drake, WLS Chicago; William Weisman, WOW; Frank Jeter, WPTF Raleigh, N. C.; Bert Gittens, Bert Gittens Adv. Agency, and a representative from WCCO Minneapolis.

NARFD President Wallace Kadderly, of KGW Portland, Ore., will preside over the two-day meeting during which RFDs will elect new officers. A reception is being planned by the Citizens' Committee for the Hoover Report.

Plans also have been completed for three recording rooms, complete with tape recorders, to be placed at the disposal of farm directors, according to Joe Tonkin, chairman of the radio-TV group at the 4-H Congress. Reservation charts will be available for those desiring to make recordings.

RFDs and extension editors also will be able to use WJR Detroit's recording bus, according to Marshall Wells, station farm director. Many RFDs are expected to beam shows by direct wire from Chicago. Larry Haeg, WCCO director, plans a daily feed.

# SET OUTPUT

## Oct. High Point for '49

PRODUCTION of radio and TV receivers in October reached the highest point since December 1948 as member companies of Radio Mfrs. Assn. geared for the annual Christmas trade, according to tabulations released Friday by RMA.

October production showed appreciable gains in all set categories —TV, FM-AM and FM, and AM-only receivers. Member companies reported a total of 304,773 TV sets manufactured for an average weekly output of 76,193 — or 35.7% above that of September. In fact, the TV total climbed to within less than 100,000 of the number of conventional home AM sets produced in October, according to RMA. FM reception was provided in 50,545 of the TV receivers.

Comparisons with September showed these increases: TV—224,532 to 304,773; FM-AM and FM—70,936 to 83,013; AM only—461,532 to 587,267.

Total of 412,627 home AM sets were turned out in October. Production of AM-only sets also had its second best month in 1949, falling short only of March's total of 607,570—a five-week period.

Following is a month-by-month tabulation of set production reported by RMA member companies for 10 months of 1949:

| | TV | FM-AM and FM | AM Only | All Sets |
|---|---|---|---|---|
| Jan. | 121,238 | 147,733 | 561,900 | 830,871 |
| Feb. | 118,938 | 98,969 | 498,631 | 716,538 |
| Mar. (five weeks) | 182,361 | 71,216 | 607,570 | 861,147 |
| April | 166,536 | 37,563 | 469,906 | 673,005 |
| May | 163,262 | 29,388 | 449,128 | 640,778 |
| June (five weeks) | 160,736 | 40,512 | 471,342 | 672,590 |
| July | 79,531 | 23,843 | 318,104 | 421,478 |
| Aug. (five weeks) | 185,706 | 64,179 | 559,076 | 808,961 |
| Sept. | 224,532 | 70,936 | 461,532 | 757,000 |
| Oct. | 304,775 | 83,013 | 587,267 | 975,053 |
| TOTAL | 1,707,613 | 666,352 | 4,983,456 | 7,357,421 |

# KXXX COLBY SALE

## KMMJ To Buy for $83,500

KXXX Colby, Kan., 5 kw daytime on 790 kc, has been sold by John Hughes and associates for $83,500 to KMMJ Grand Island, Neb., subject to FCC approval, it was announced last week by both stations. KMMJ is headed by Don Searle, chief owner, who also has interests in KBOL Boulder and KCOL Fort Collins, Col.

Mr. Hughes, 53% owner of KXXX, recently acquired control of that station upon approval by the Commission of his purchase of 50 shares owned by Robert H. Nugent [BROADCASTING, Nov. 7, 14]. Mr. Hughes now holds 350 of total 650 shares in KXXX, with remaining interest being divided among 20 other individuals, including station employes.

KXXX was authorized in 1947 and is licensed to Western Plains Broadcasting Co.

# WDZ CHANGES

## Schroeder Is General Manager

TOP-LEVEL staff changes have been announced by WDZ Tuscola, Ill. Frank C. Schroeder Jr. succeeds James W. Fuson Jr., former resident manager and program director, as general manager. Howard G. Bill, commercial manager, replaces E. E. Dilliner, former director of sales.

Edgar Bill and Charles C. Caley are president and executive vice president, respectively, of WDZ.

### FCC Actions

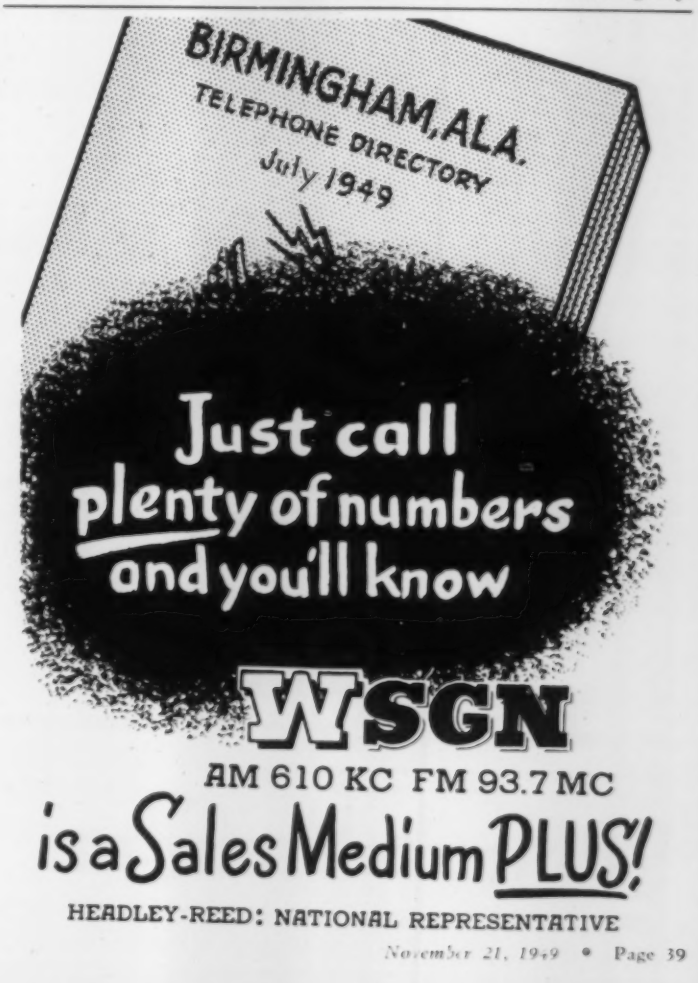
FIVE new AM stations and one FM outlet granted by FCC. Seven transfers approved. Three FM authorizations deleted. Transfers of KDON Santa Cruz, KRWN Reno, WGNY Newburgh, N. Y., and WKIP Poughkeepsie, whereby Merritt C. Speidel's part interests to business associate John Ben Snow, with considerations totaling $1,273,000 reported along with other transfer requests. Details in FCC ROUNDUP, page 79.

# ROSE BOWL GAME

## CBS Gets Radio-TV Rights

THE ANNUAL New Year classic, the Rose Bowl football game, to be played this year on Monday, Jan. 2, will be broadcast and telecast exclusively by the CBS radio and television networks under sponsorship of Gillette Safety Razor Co., Boston.

Red Barber, CBS sports director, will do the radio play-by-play, with the television announcer still to be selected. As in 1949, the video coverage will be set up so that KTTV (TV) Los Angeles carries the game, played in Pasadena, Calif., "live," with other CBS-TV affiliates telecasting filmed highlights the next day. Maxon Inc., New York, is the Gillette agency.

## NAB Revamping

*(Continued from page 23)*

Neil McNaughten, engineering director, who left the Canadian proceedings long enough to apprise the board of developments.

BAB received an enthusiastic endorsement from the board for its achievements under Director Maurice B. Mitchell. Mr. Mitchell told of the bureau's activities including the cooperative card-index list of which about one-fourth comprises television business.

The special BAB policy committee under Robert Enoch, KTOK Oklahoma City, District 12 director, was dissolved by the board. Mr. Enoch had been active in sponsoring the BAB idea at the Chicago convention last April. BAB policy direction now is up to a new standing committee which reports to the board. BAB will continue to operate with New York as headquarters.

An annual budget of $242,000 was asked by BAB, a considerable increase from the present fund. The board was told that the present BAB staff is no larger than that of the predecessor Dept. of Broadcast Advertising though the whole BAB idea was conceived with the thought of a large staff. The board will take up the budget in February, and asked that a list of specific projects be submitted.

### Special Committee

The idea of forming a special board committee to handle such matters as participation in legal proceedings and appearances before government agencies developed after consideration of the U. S. Supreme Court's decision refusing to review the Arkansas tax case [BROADCASTING, Nov. 14].

A detailed account of NAB's activities in the litigation was given the board. The new committee will study proposals for NAB court appearances and government contacts, and make recommendations "in view of the importance of proper decisions" as such matters arise. NAB is entering the petition for Supreme Court rehearing as *amicus curiae* of the Arkansas case. The board was told the fight may be continued even if the rehearing plea is denied. This would take the form of an entirely new proceeding.

Another special board committee was set up to study eligibility to attend district meetings and the annual convention. Most district directors have permitted nonmembers to attend meetings this autumn. The policy has been part of a drive to increase membership. This committee will report in February (see board election story, page 41).

Quick action was taken to intensify the membership drive. Arthur C. Stringer, director of FM and special services, was sent to the District 8 meeting starting today (Monday) in Detroit to contact non-member guests.

The board agreed that membership solicitation should be handled on a personalized basis. It was suggested NAB officials be sent around the country to contact nonmembers and acquaint them with NAB's services.

No indication was given of the status of FMA members if they are absorbed by NAB. Many FMA members also belong to NAB.

The special TV dues were continued. Member audio stations pay $10 a month for their TV affiliates. TV-only stations pay $1,500 a year. The 12½ cut in AM dues was extended from Dec. 31 to the February board meeting.

BMB recommendations of the Structure Committee, headed by Clair R. McCollough, WGAL Lancaster, Pa., all adopted by the board, provided:

The present BMB be terminated and its assets appraised; a new corporation be formed to take over the assets of BMB under the following conditions: 1. Subscribers, to extent of legal rights, be offered stock in new corporation or cash for their pro-rata share of the assets. 2. Additional stock be offered other stations and interested parties. 3. The corporation's board be representative of agencies, advertisers and broadcasters. 4. The new corporation proceed with research and other studies as determined by its board.

Dr. Kenneth H. Baker, acting president of BMB on leave from NAB's research directorship, reported on the bureau's financial condition. The bureau owes NAB $75,000 for a loan.

In plotting BMB's future the Audience Measurement Committee met until midnight the previous Saturday, Nov. 12. It made a series of recommendations that went deeper into corporate details of the measurement project than the general recommendations of the Structure Committee.

The committee felt that any new project should measure station and program audiences and appraise public opinion on questions of general interest. It did not suggest any special type of technique, however, desiring mainly to lay the groundwork for a measurement service that would meet the needs of agencies and advertisers as well as broadcasters.

Committee members agreed radio's customers demand this type of measurement service. BAB, as NAB's sales promotion weapon, wants it for use in the inter-media competition for the advertising dollar.

### Measurement Study

The committee was reminded that all NAB district meetings this fall have adopted resolutions calling for a study of the situation.

Details of the corporate structure of the new service were referred by NAB's board, after hearing the committee's report, to the present BMB board which only last week had reviewed the status of the current BMB Study No. 2 [BROADCASTING, Nov. 14]. The American Assn. of Advertising Agencies and Assn. of National Advertisers, comprising two-thirds of the BMB board, went on record at that time as endorsing the need for BMB and urging continuation of this type of audience service.

Another meeting of the BMB board was scheduled for last Friday, Nov. 18. BMB's ruling body was scheduled to take up the NAB committee recommendations as submitted to NAB's board.

The NAB committee favored formation of a stock corporation with the same name. Stock would be offered present BMB subscribers, or as an alternative they would receive for their share of what assets the present BMB may have.

Recognizing broadcaster's continued complaints that they have only one-third of the present BMB directorate, the committee suggested that broadcast stockholders have board control, with agencies and advertisers also participating through committees.

The board would consist of 15 directors—one each for large, medium and small network affiliates; one each for large medium and

**NARBA delegates learn about navigation equipment aboard an ice breaker (*SS Ernest Lapointe*) which took them on a cruise near Montreal and along the Saint Lawrence. L to r are Commdr. C. P. Edwards, Canada's Deputy Minister of Transport for Air, chairman NARBA conference; Capt. Marchard of *SS Ernest Lapointe*; FCC Comr. Rosel H. Hyde, U. S. delegation chairman; Dr. Jose R. Gutierrez, Director of Consults and vice chairman of Cuba's delegation, and Alan D. Hodgson, leader of the British West Indies delegation from the Bahamas.**

* * *

## NARBA SITUATION

### Highlighted by NAB Action

ADOPTION by the NAB board of a firm resolution calling for cessation of Cuban interference and adoption of a satisfactory North American treaty featured the hemispheric allocation situation last week as the third NARBA conference continued in its third month (see NAB story page 23).

Word from Montreal indicates that bilateral meetings are trying to iron out individual allocation problems. A feeling of optimism prevails that the conference will succeed unless unjustifiable demands are not withdrawn.

In Washington, the FCC canvassed the latest NARBA developments in a lengthy Monday meeting of the Commission and top staff executives, with primary attention focused on the Cuban position. The upshot was reported to be reiteration of the "hold the line" position which both FCC and the State Dept. authorized in their appraisals of the Cuban demands earlier [BROADCASTING, Nov. 7].

NAB board members and President Justin Miller met Wednesday with Capt. John S. Cross, of the State Dept. Communication Division, to review the whole problem. The State Dept. called the meeting to hear broadcasters' views on the negotiations.

Text of the NAB board's NARBA resolution, which was communicated to delegates in Montreal:

**WHEREAS, since the expiration of the Modus Vivendi on March 29, 1949, the Cuban Government has authorized the operation of radio stations on standard broadcast channels in such manner as to severely damage the coverage of United States of America broadcasting stations, resulting in the serious degradation of program service to millions of listeners in the United States of America and a steadily growing expression of public indignation toward Cuba.**

**BE IT THEREFORE RESOLVED that the NAB petition the Dept. of State and the United States delegation at Montreal to insist that the Cuban Government rescind all licenses issued since the expiration of the Modus Vivendi which are not in accordance with the provisions of that agreement, and**

**BE IT ALSO RESOLVED that the NAB reiterate to the Dept. of State, the Congress of the United States, the FCC and the United States delegation at Montreal the vital necessity of a new treaty based on a fair and equitable division of facilities within the standard broadcast spectrum in accordance with the needs and rights of the respective countries and that no treaty be agree upon by the American delegation at Montreal which does not fulfill this requisite or which would degrade the broadcasting industry in the United States of America.**

## Phoenix Picked

NEXT meeting of the NAB board will be held the first or second week in February at Phoenix, Ariz., the board decided just before winding up its three-day meeting in Washington (main board story this page). The meeting will concentrate on next year's budget. Last action of the board Thursday was adoption of a motion to sing "Happy Birthday" to President Justin Miller.

# NAB ELECTIONS

## 18 Board Posts To Be Filled

ELECTION of all NAB directors-at-large will take place early next year under procedure adopted as a result of recent changes in the NAB by-laws [BROADCASTING, Oct. 31].

In addition, district directors will be elected in even-numbered districts, with directors in odd-numbered districts to be elected in early 1951. Directors elected at the next balloting will take office at the April convention though the board has abandoned its pre and post-convention meetings. (See main NAB board story page 23.)

Two TV directors were elected by the board at last week's meeting—Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans (see TELECASTING, page 3).

Thus eight district directors and 10 directors-at-large will be elected this winter out of the total of 27 board members. NAB President Justin Miller also serves on the board.

Nominating forms and certified lists of directors will be sent to member stations Jan. 10. The forms are to be returned to NAB by Jan. 25. Nominees will be notified Jan. 26 and have a chance to accept or reject.

Final ballots will be mailed Feb. 4, returnable Feb. 19. NAB will certify results of all elections Feb. 28.

Under new election procedure, half the directors-at-large will be elected each year. To get this under way, the nominee in each at-large group receiving the largest number of votes will serve a two-year term. The second candidate will be elected for one year.

The by-laws revision provides that the NAB secretary-treasurer's office conduct elections. This action was taken as an economy move, since an independent accounting firm had conducted previous elections.

Nine new associates were received by the NAB board last week: Bruce Eells & Assoc., Hollywood, transcriptions; National Research Bureau, Chicago; and these consulting engineers, Adler Engineering Co., Rye, N. Y.; Chambers & Garrison, Washington; Craven, Lohnes & Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Jansky & Bailey, Washington; McNary & Wrathall, Washington.

The secretary-treasurer's membership report to the board, as of Nov. 10, showed 1,152 AM members, 518 FM, 36 TV and 77 associates. The number of TV members as of this week is 37.

Admission of consulting engineers represents a change in NAB policy. Following complaints that NAB associate membership for engineers involved ethical problems, the board voted to terminate their memberships effective Oct. 1, 1948. Last spring the NAB membership committee, following suggestion of the engineering committee members, recommended engineers be readmitted and the board accepted this suggestion at its meeting last July.

All but two board members were present last week. G. Richard Shafto, WIS Columbia, S. C., representing medium stations, was busy with the formal opening of new studios. Howard Lane, WJJD Chicago, representing large stations, could not attend because of illness in his family.

Those present:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y., District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Henry W. Slavick, WMC Memphis, District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Iowa., District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Robert D. Enoch, KTOK Oklahoma City, District 12; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; Glenn Shaw, KLX Oakland, Calif., District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors-at-Large: Large stations, James D. Shouse, WLW Cincinnati; medium stations, Kenyon Brown, KWFT Wichita Falls, Tex.; small stations, Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill.; FM, Everett L. Dillard, WASH (FM) Washington, and Frank U. Fletcher, WARL-FM Arlington, Va.; TV, Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, WOIC (TV) Washington.

Participating for NAB were: President Justin Miller; C. E. Arney Jr., secretary-treasurer; G. Emerson Markham, director, Television Div.; Ralph W. Hardy, director, radio Div.; Don Petty, general counsel; Robert K. Richards, director of public affairs.

Stock ownership, it was felt by the committee, should be through broadcasters, agencies and advertisers rather than through associations. It was proposed to issue $1 million of $10 par common stock, to be sold in 1950 by the BMB board. Liquidation of the present BMB would start Jan. 1, 1950.

Under the committee's plan the new corporation would be authorized to take over BMB's cards, mailing lists and other assets. If any money is realized from the first two BMB studies, half this would be applied to a promissory note to be issued by NAB in helping the new project get underway.

FMA's Executive Committee was expected to consider NAB's merger invitation at a Friday meeting. The idea had developed Oct. 20 at a meeting of the NAB-FMA Liaison Committee. FMA's executive group was expected to submit the matter to a mail vote of the FMA board, which in turn would hold a referendum of the FMA membership to determine whether to accept the invitation.

The plan provides for a fulltime paid FM director, to be named by the NAB president. The FMA board would name three members to serve with two NAB members as the NAB FM Committee. It would advise the FM director.

The NAB's FM section would gather and compile information of FM operations and programs, including set distribution, and conduct continuing research studies on FM listeners and station coverage. Station data, sales plans, program and promotion ideas and management studies are included in the services. The FM director would cooperate with all departments.

Liquidation of FMA's assets was construed as strictly an FMA project.

Mr. Stringer, who normally handles news projects, management studies, the convention equipment exposition and other matters, has been directing NAB's FM operations as part of the Audio (now Radio) Division under Director Ralph Hardy. A series of FM management and coverage studies is underway.

The revised standing committee structure was recommended by the Structure Committee and accepted by the board. It provides for ten standing committees as follows: Assn. of Women Broadcasters, Broadcast Advertising, Employe-Employer Relations, Engineering, FM, Government Relations, separate Radio and Television committees (each representative of management, programs, sales, research, public affairs, and stand-

(Continued on page 42)

KLZ
DENVER, COLO.
PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

NEED MORE COVERAGE?
KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.
Does your "listener impressions per dollar" cost "smell"? You need KFYR with its choice 550 kilocycle frequency, and its 5000 watts of power, located in an area noted for its excellent ground conductivity. And also noted for its farm income! Add 24 years of listener loyalty to these facts, and you'll see why KFYR is your best buy. Ask a John Blair man.

## NAB Revamping

*(Continued from page 41)*

ards and education), Nonaffiliated Stations Committee and Standards and Education Committee.

Total number of committee members would be 58, about one-third the membership of the present 19 committees. This is expected to cut sharply the annual expense for committee meetings.

All committees would have five members except Radio and Television, each of which would have nine members. The president is authorized to appoint alternates to serve if regular committee members cannot attend meetings. There would be two alternates for each five-man committee and three for nine-man commttees. Alternates would be picked from former committee members and get copies of minutes.

In making functional changes the board decided to change the name of the Public Relations & Publications Dept. to Public Affairs Dept. After hearing the Structure Committee's recommendation the board voted on several titles including assistant to president, public affairs, public relations and publicity. Public affairs got the most votes.

The Assn. of Women Broadcasters department was transferred from public affairs to the president's office. At present the AWB department is operating without a director, Pat Griffith having resigned in October to accept a position at WHO Des Moines.

**Information Service**

The Public Affairs Dept. told the board it will soon start a new information service to acquaint stations with material of aid in daily operations. It will consist of "news about radio for radio" and "news about television for television," coming from the "NAB Radio-News Bureau."

The board approved a plan to hold a membership referendum on an amendment to the by-laws which would authorize the board to fix dues for various classes of stations without regard to the calendar year.

The Finance Committee's recommendation that the present budget be kept in effect, with a detailed budget review at the February board meeting, was accepted. Chairman of the Finance Committee is John F. Meagher, KYSM Mankato, Minn.

Under an interpretation approved by the board, the new by-law limiting directors' service to two consecutive terms will apply to all terms starting in 1949.

The board voted to make a study of station use of SESAC material.

C. E. Arney Jr. was re-elected NAB secretary-treasurer.

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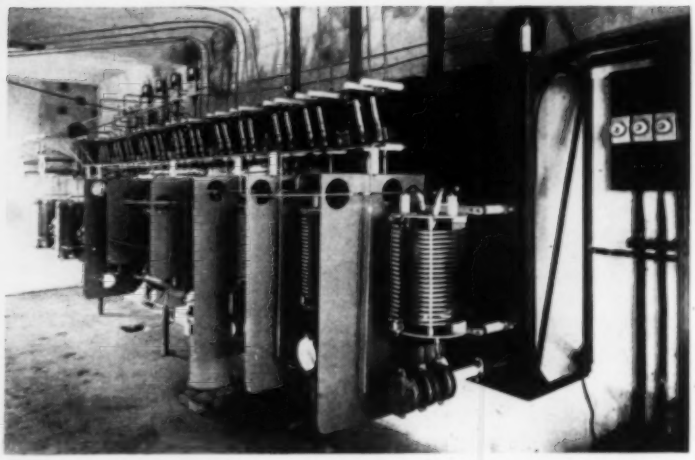
WDRC Hartford, Conn. praised by Hartford Hospital and Open Hearth, local community agency, for its public service policy of aiding hospitals.



*Center tuning house including phasing networks, pattern transfer antenna and tuning house transmission line contactors Nos. 1, 2, 3 and 4.*

## 'VOICE' TRANSMITTER

### Munich Uses Complex Phasing Equipment

ELABORATE phasing equipment —perhaps the most intricate in the world—now is in use at the new 150,000 w medium-wave Voice of America transmitter in Munich. Station operates on 1195 kc.

Weldon & Carr, consulting engineers, who installed the equipment, call the job "probably the world's most elaborate . . ." The transmitter is equipped with a directional antenna system for transmitting on three different patterns. The patterns depend on the area to which the program is directed.

Any one of the three patterns, according to the engineers, can be selected by the control operators at the transmitter plant by means of pushbutton controls.

These controls instantaneously transfer switching mechanisms in the equipment to give the proper phasing and current ratios in the four towers which will produce the selected pattern.

Emergency non-directional operation also has been provided by manual connection of three leads in one of the coupling houses. The magnitude and complexity of the phasing and coupling equipment, which was built by the Continental Mfg. Co., Dallas, Tex., is illustrated by the photograph on this page.

## CBS SALES

### Month Total $3½ Million

WILLIAM WRIGLEY Jr. Co., Chicago, has purchased the CBS comedy series *Life With Luigi*, bringing to $3,500,000 the total of CBS radio sales for the past month, according to the network.

The program, a CBS package starring J. Carrol Naish as an immigrant faced with new-found problems in America will be aired, starting tomorrow (Nov. 22), on Tuesday, 9-9:30 p.m., changing time periods with *Escape*, which moves to the 9:30-10 p.m. slot.

Arthur Meyerhoff & Co., Chicago, is the Wrigley Agency.

## ABC GROSS

### Quarter Over $8 Million

ABC GROSS SALES for the quarter ended Sept. 30 were $8,524,338, less than the previous quarter but more than the same quarter last year.

Figure for the previous quarter was $10,438,546 and for the same quarter in 1948, $7,376,214.

## MBS ACCOUNTS

### Over $3 Million in 10 Days

NEW ACCOUNTS and renewals at MBS during the past 10 days have totaled $3,800,000, A. N. Hall vice president in charge of sales announced last week.

The amount represents three hours of new programs per week and two hours and 40 minutes of renewals by present sponsors.

Two of the sponsors, American Federation of Labor, on MBS for the first time, and Miles Labs, now in its fifth year with Mutual, will spend more than $1 million each with the network during 1950.

New programs are as follows (all for 52 weeks):

AFL, *News by Frank Edwards*, placed direct; Hallicrafters Co. (TV sets), Chicago, *Hollywood Quiz*, through Sorensen & Co., Chicago; Chamberlain Sales Corp. (hand lotion), Chicago, *John B. Kennedy and the News*, through BBDO, Chicago; Doubleday & Co. (books), New York, new program Mon.-Fri., 12:15-12:30 p.m., and Sunday 1-1:30 p.m. title not yet known, through Huber Hoge, New York; Benjamin Moore Co. (paint manufacturer), *Your Home Beautiful*, through St. Georges & Keyes; Wally Frank Ltd. (pipe manufacturer), *Bill Long Story Narrator*, through Huber Hoge, New York.

52 week renewals are: Mail Pouch Tobacco Co., New York, *Fishing & Hunting Club of the Air* through Charles W. Hoyt Co., New York; Christian Reformed Church, *Back to God*, through Glenn-Jordan Stoetzel Agency, Chicago; Radio Bible Class program same name, through Stanley G. Boynton, Detroit.

## FCC FIRE DAMAGE

### No Serious Record Loss Indicated

NO MATERIAL LOSS of records has been found as FCC surveyed the damage caused by explosions and fire in its Washington headquarters Nov. 1 [BROADCASTING, Nov. 7] and began to organize itself for "business as usual."

"We're right back in business," one official reported.

He said tentative examinations indicated that the files in the License Section, heart of the Commission's records-keeping activity, appeared to be "100% okay."

He noted that there naturally was some water and fire damage to files but that this appeared to be at a minimum and for the most part such losses could be replaced by duplicates on file elsewhere in the Commission.

Other officials said this was also true in the case of papers which were on desk-tops being processed when the blasts occurred and which in some cases were blown out of the building or destroyed or damaged in the debris.

A big hurdle to rapid return to normal activity was removed when authorities ruled that the License Section, with its room after room of records, need not be moved from its eighth floor quarters, near which the explosions originated. Serious delay might have been encountered if it had been necessary to move this section to other quarters, perhaps outside the New Post Office Bldg. where FCC maintains most of its Washington offices.

★

The docket section, also on the eighth floor and badly damaged in the explosion and fire, meanwhile was re-established on the sixth floor and repair work on all damaged sections—including "lawyer's row" along one seventh-floor corridor where the ceiling caved in—was reported moving rapidly. It was estimated, however, that several weeks if not months would be needed to complete the job.

Temporary quarters for staff members displaced by the damage —including General Counsel Benedict P. Cottone—were set up either in nearby offices with other personnel or by moving occupants of other offices into new quarters. Most of those moved into new space outside the Post Office Bldg. were given offices in Tempo U and Tempo T Bldgs., authorities reported.

The explosions and fire occurred Nov. 1 and originated in a transformer and master switch room on the eighth floor. Unofficially the blasts were attributed to a short circuit and resultant over-heating of oil in which a transformer was immersed. Damage was estimated at around $150,000.

# ROCKY MT. UNIT

## Carman Heads New Network

FORMATION of the Rocky Mountain Broadcasting System and election of S. John Schile, KUTA Salt Lake City sales manager, as vice president in charge of sales, have been announced by President Frank C. Carman, president and general manager of KUTA.

The RMBS group is comprised of six owned and operated stations: KUTA Salt Lake City; KGEM Boise; KLIX Twin Falls; KEIO Pocatello; KIFI Idaho Falls; KOPR Butte, Mont.; and nine affiliated stations: KMON Great Falls; KOOK Billings; KPRK Livingston, Mont.; KELK Elko; KENO Las Vegas; KFBC Cheyenne; KRAL Rawlins; KVOC Casper, Wyo.; KBIO Burley, Ida.; and independents: KVOG Ogden and KCSU Provo, Utah.

Mr. Carman has headed KUTA since its inception and during the

*Mr. Carman (l) and Mr. Schile.*

* * *

last five years has become associated with stations in Idaho and Montana. Mr. Schile has been sales manager at the station for the past two years to add to six years in radio sales and nearly ten years as an advertising executive in the Midwest.

The new regional network, which will maintain its offices in Salt Lake City and be represented nationally by George P. Hollingbery Co., will enable the national or regional advertisers to cover the entire Rocky Mountain area with a single contract, Mr. Carman said.

All of the stations are affiliated with ABC, thereby making it possible for them to offer a unified program service, he added.


The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.


## RMA Meet

*(Continued from page 27)*

and distributors through voluntary subscriptions will be acted upon by set manufacturers at a special meeting. Slide films would be prepared to encompass, in condensed form, topics already discussed by speakers at seven previous meetings sponsored by RMA.

Plan also provides for one-night "Town Meetings" for dealers and service technicians. Slide films would be shown to stimulate training for TV set servicing and to provide information on standard business practices, according to R. C. Sprague, chairman of RMA's "Town Meetings" committee.

Mr. Sprague reported that 71 TV stations now are showing the series of short films prepared by the committee and titled "Tips for Better Television." Success of the Washington "Town Meeting" in point of attendance also was recounted to the RMA board.

### To Set Meeting

Chairman Sprague was authorized to set a meeting with manufacturers on the "Town Meeting" subscription plan following a recommendation by the RMA Set and Parts Divisions.

A research survey of the potential market for TV receivers in non-TV areas also was voted Wednesday by the Set Division Executive Committee. RMA industry statistics group would be asked to handle the survey under the chairmanship of Frank W. Mansfield.

The Set Division Executive Committee also decided to set up a special committee to investigate the chronic complaint that television hurts sports attendance. Group will work with Television Broadcasters Assn. in an effort to evolve a plan "acceptable to all interests."

This action was taken after the group heard reports that some colleges and universities are considering a united ban on football telecasts. Manufacturers referred particularly to refusal of certain West Coast colleges to grant television rights to games. It was pointed out, however, that telecasts of football games have stimulated TV set sales, and also boosted attendance in some areas.

Heading the probe is Director H. L. Hoffman, president of Hoffman Radio Corp., Los Angeles. Other members are Director J. B. Elliott, Camden, N. J.; Leonard F. Cramer, vice president of Allen B. DuMont Labs; A. A. Brandt, general sales manager, Electronics Dept., General Electric Co.

In another move, the Set Division Executive group approved eventual adoption of a series of official tests so that motor carriers will agree to transport TV receivers with cathode ray tubes mounted in place. The RMA-approved tests, fashioned by the Traffic Committee, are to be recommended to all set manufacturers.

The traffic group currently is gathering data on the percentage of set-mounted picture tubes damaged in transit.

A broad revision of the recommended RMA standard warranty, including its extension to cover TV receiver sales, was considered Monday by the RMA Service Committee under Chairman A. T. Alexander. The committee decided, however, to submit the proposed changes first to division executive committees and then to all RMA members—before presenting the revised warranty to the board for adoption.

Current TV set advertising practices also are being explored with a view to industry reforms, RMA's Set Division was told by Chairman W. L. Stickel of a Sales Managers Committee.

Dr. W. R. G. Baker, Engineering Dept., told RMA's board that FCC has requested information data in connection with a TV set radiation inquiry. Material is being gathered by the Radio Receiver Section, which will assist FCC within the limit of authority of the Commission regarding receivers.

A special committee also was established to consult government officials on U. S. regulations governing non-military purchases, and to report subsequently to RMA members.

Question of whether Parts Division members should report their sales figures confidentially for tabulation of industry totals also was discussed. Meanwhile the Transformer Section voted to inaugurate monthly statistics on dollar volume of sales by section members.

### Hear Progress Reports

Progress reports on a number of activities were presented during the three-day meeting. Reports covered observance of National Radio & Television Week, Oct. 30-Nov. 5, and gratification expressed at wide-spread dealer participation in joint promotion; decision of the U. S. District Court of Pennsylvania exempting TV films from state censorship (which was pushed by RMA directors and its general counsel); international outlook for exports of American radio and television products.

Appointment of Harry E. Moon as chairman of the Record Changers & Phono-Motor Assemblies Section, also was announced. Mr. Moon succeeds Richard E. Laux.

The RMA board accepted an invitation from the Canadian RMA board to attend a joint conference April 20-21 at the Chanticler Hotel, Ste. Adele. RMA will hold its next board meeting at the Stevens Hotel in Chicago, Feb. 15-17.


A BIG PLUS FROM

WIBG

SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—with sponsor credit—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY
ADAM J. YOUNG
INC.

# RADIO-PRESS

## Must Fight Jointly – Quarton

By WILLIAM B. QUARTON

IT occurs to me frequently that radio and the press have so much fun jabbing each other that one of these days they may knock each other senseless. That will do neither of them any good, and it certainly will not benefit the country, either.

The government's anti-trust suit against the *Lorain* (Ohio) *Journal* is a good example of the kind of knock-out blow that is likely to follow such jabbing. The newspaper in this instance is accused of conspiring to injure WEOL in nearby Elyria by refusing to accept advertising from firms which also sponsored radio programs. It's the first suit of this sort, and let's hope it will be the last.

In a fit of temper and business resentment, the Lorain publisher has placed himself and the rest of us in an untenable position. If the Dept. of Justice gets what it wants in this suit, it would win the power to force the *Lorain Journal* to accept advertising copy from ANY advertiser so long as such advertising does not violate any laws. The threat to the basic freedoms of press and radio inherent in such an extension of federal control are perfectly clear.

### Need for Judgment

On the one hand, we resent the stupidity of the Lorain publisher; but on the other, we must help him resist this threatened intrusion of his rights and ours. We don't want the government to tell us we must take ANY copy so long as it conforms to law. If reputable radio stations and newspapers are to maintain their independence, they must exercise their own judgment in all matters and maintain their own standards. The government might put a *floor* under newspaper and radio morals, but most broadcasters and publishers would find the floor too low for their own standards of practice.

The government is not yet bold enough to interfere directly with the broadcast and publication of news. But advertising is information, too; and it would be detrimental to the public interest as well as our own, if we ever were put in the position of having to accept beer and liquor advertising, for example, simply because there is no state law against such advertising. We must retain control.

Another example of this radio-press jabbing is the circus-style handling by the press of reports on the suit to stop giveaway programs. As far as most broadcasters are concerned, it makes little difference program-wise whether the FCC does or does not stop the giveaways because radio management generally agrees it is fundamentally unwise to "buy" radio audiences.

Broadcasters should be able to see that the government is striking at a weak point—the giveaway program—to set a precedent for deeper penetration later into the broadcasters' right to control the programs they broadcast. And publishers should see the same type of government aggression in the attempt to force the Lorain paper to accept ANY advertising within the law. Both steps are in the direction of censorship; mild censorship in the beginning, but look out for what may follow!

**BROADCASTER of unlimited experience, William B. Quarton, WMT Cedar Rapids general manager, expresses need for joint effort by radio and the press to defend their basic freedoms. Mr. Quarton joined WMT in 1931 as salesman and rose in successive steps to its helm. A director of NAB, he has served on the NAB's Standards of Practice Committee and chairmaned the NAB's news clinic in April 1947 at Kansas City. He is a member of the CBS Affiliates' Advisory Board. Mr. Quarton's views parallel the essentials of a talk at the National Assn. of Radio News Directors convention a fortnight ago delivered by Erwin D. Canham, editor of the *Christian Science Monitor* and ABC commentator.**

The newspapers are having too much fun poking radio to see the real point. The broadcasters should be smarter than that.

There is another group—the politicians—whose position in this matter should be thoroughly understood. As politicians, some are fine and some are not so fine; but as people, we like the great majority of them. The news fraternity knows that there is little abiding friendliness among the politicians for news people, as such. Facing facts, we must conclude the basis for this attitude is a gnawing realization that newsmen traditionally have served as the public watch-dog to discourage certain self-seeking practices among politicians. Other public servants in appointive positions beyond the reach of the voters also are sensitive to the constant watchfulness of the unshackled newsmen of press and radio. Such watchfulness is not the atmosphere in which many calculating politicians like to operate.

One hundred and 50 years ago, the only medium of mass communication was the printed page; and consequently, the first amendment speaks of "freedom of the press." Our founding fathers, to be consistent, unquestionably had in mind *all* sources of public information. Unquestionably, radio's newscasters and analysts and commentators have the same status in radio studios as the reporter and the columnist in newspaper offices. They have the same basic rights, and they should be given equal protection under law from any agency which might try to intimidate or gag them.

It's true and tragic that both radio and newspapers, with a common right to defend, have played into the hands of political forces which have been straining for an opportunity to extend their control over the mass information media. If the courts rule that a newspaper must print ANY advertising that comes within the law, then the press becomes a common carrier, subject to regulation like any utility or railroad. And if the government wins the right to outlaw the giveaways, then we will have lost our freedom to control our broadcast programs—all programs. And in both cases, government censorship will have encroached on the basic right of freedom of expression which press and radio should guard with equal vigilance.

Mr. QUARTON

* * *

It's time to join hands and work together.

# RADIO AND MOVIES

## NAB, MPA Pledge Joint Efforts

NAB and the Motion Picture Assn. of America have common problems and can work harmoniously if they understand them, they decided last week. A joint committee of broadcast and motion picture interests will work out solutions to these problems.

The committee was created at a joint dinner held Tuesday night in Washington with NAB President Justin Miller and Eric Johnston, MPA president, as co-hosts. Boards of the two associations, along with staff members, were guests (see NAB board story page 23).

While network presidents did not attend the meeting, they were informed of the action Wednesday morning in a conference call with President Miller. The dinner conflicted with the banquet in New York of the Grocery Mfrs. of America, a "must" event for network executives.

After the Wednesday conference call the network presidents held a meeting at which they agreed with the actions taken at the dinner and decided to participate in the cooperative project. Frank Stanton, CBS president, was named to inform the NAB board of the decision.

The dinner discussion went into the whole censorship problem. Movie interests have been critical of remarks of certain radio commentators.

Final result of the session was decision to form the joint committee. A resolution dealing with basic rights of free speech applying to all forms of expression, including press, radio and motion pictures, was adopted. The committee held its first meeting immediately after the dinner.

Other problems discussed at the dinner and informally among members included the Pennsylvania TV-film court decision which halts efforts to censor films for video use [BROADCASTING, Nov. 7].

Scope of the new committee's functions will cover such matters as public service in a national emergency and juvenile delinquency. Gilmore N. Nunn, WLAP Lexington, Ky., NAB District 7 director, presided at the dinner.

Members of the joint committee are:

RADIO: Mr. Nunn; Calvin J Smith, KFAC Los Angeles; Clair R. McCollough, WGAL Lancaster, Pa.; Hugh B. Terry, KLZ Denver; Michael R. Hanna, WHCU Ithaca, N. Y.

MOTION PICTURES: Y. Frank Freeman, Paramount Pictures, and chairman of board Assn. of Motion Picture Producers; Louis K. Sidney, Metro-Goldwyn-Mayer Studios; Robert Mochrie, RKO-Radio Pictures; Theodore R. Black, Republic Pictures Corp.; Ulric Bell, Twentieth Century-Fox Film Corp.

Present at the dinner for NAB were all board members attending the Washington board session (see separate stories) and headquarters officials.

Text of the joint resolution:

Freedom of expression is the birthright of all Americans

Tonight, representatives of broadcasting and the motion picture in America mutually pledge themselves to protect that birthright.

The men who wrote our Constitution knew full well that the keystone of the arch of freedoms is freedom of of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future: much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government, and they understood its importance.

They knew, as we cannot in safety forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others.

The citizen himself—the individual American—is unsafe in his constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon.

## '49 Ad Expenditures

*(Continued from page 24)*

since 11.5% of the agencies reported fewer stations willing to accept this type business. The same percentage, 11.5, of respondents indicated they had noted no change in the number of stations willing to take P. I. deals.

Advertisers, naturally wanting to get as much station time for as little as possible, are turning in increasing numbers to per inquiry. A large majority of agency executives, 76.9%, said they have noted that more sponsors are interested in per inquiry advertising than a year ago. None of the agencies said fewer advertisers were interested, and 23.1% reported they had seen no change from last year.

As to the agency's attitude toward P. I., 54.5% indicated they would reserve judgment on accounts approaching them with this type business. Outright opposition was expressed by 30.3% of the agency executives and 15.2% said they were in favor of per inquiry deals.

With television continuing rapid gains in the number of facilities and volume of advertising dollars, where is this money coming from? Most agencies indicated television money was coming from several different sources, with 42.6% saying at least part of it was from radio budgets. Of those who indicated their clients were taking money from radio for TV, 20% said this was the only source advertisers were tapping. Second largest source of video funds was said by 23.4% of the agencies to be new money. Where new money is added other budgets are being cut to some extent to make up the required TV funds. Experimental budgets were given by 17% of the agencies as the source of TV money with 25% of these stating this was the exclusive source. Other established media are providing 8.5% of the funds, according to the agencies, while newspaper and sales department budgets provide 4.3% each. Although it is difficult to put a finger on the exact source of television's revenue, from agency replies received it would appear that new money and experimental budgets are being supplemented by radio money to foot the bill.

On a recent free time deal in television—the World Series telecasts where stations were offered coverage, complete with commercials on a no-pay, no-charge basis—agency executives were divided almost evenly. As to whether stations should have accepted the telecasts on this basis, 51.7% of the agency respondents said no. The remaining 48.3% said they felt stations were justified in giving the time in order to bring televiewers coverage of this extraordinary event.

Asked whether they thought it a violation of ethics for an agency to offer such an event under these circumstances, 45.2% said yes. The remaining agency executives indicated they saw no violation of ethics in this type deal.

We don't sell *"time"*!
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

**IN the black, both financially and in popularity since 1941, is the boast of WLOG-AM-FM Logan, W. Va. One of its most popular shows is daily hillbilly hour with Peruna (Lucille Gallion) dishing out the gossip and music. Opening fan mail keeps Peruna busy, especially since FM brought a heavy increase. Station reports from Jan. 1 to Oct. 3 she received 10,000 letters, a mail count of over 1,000 per month for the independent operation.**

## J. L. BOGERT

### *Is Hooper Vice President*

JOHN LYMAN BOGERT has been elected vice president and technical director of C. E. Hooper Inc., audience measurement firm.

Mr. Bogert has been technical consultant to the firm since last April. The announcement of his elevation to a vice presidency said he had been working on a new automatic interviewing device, the Hooperator, for measuring television audiences, but the company did not release details.

The new Hooper vice president has been in advertising since 1920, first as director of sales and advertising for Waltham Watch Co. In 1924 he became one of the founders of Day-Bogert Advertising Agency, Boston. Subsequently he has served as director of market research for Lever Bros., research director of the Lambert Co., a vice president and director of Benton & Bowles and director and vice president in charge of research and development of Standard Brands Inc.

## WSUA Officers

WITH resignation last month of Warren G. Davis as president of Radio Station WSUA Inc., Bloomington, Ind., new roster of officers presiding at WSUA includes the following: L. C. J. Yeager, president; James C. Warren, secretary and treasurer, and A. E. Tyler, general manager.

## Lorain Case

*(Continued from page 26)*

to submit supplemental written material in support of the points they argued. Presumably a decision will be announced within a few weeks. Date of the trial of the case has not been set.

First of its kind and being watched closely by both broadcasting and publishing industries, the case is expected ultimately to reach the U. S. Supreme Court, regardless of the outcome in the lower courts.

Journal Publisher Samuel A. Horvtiz has maintained, in an affidavit filed with the court, that the *Journal* has "never . . . interfered with, restrained or otherwise obstructed the dissemination of news or advertising throughout Lorain and vicinity by other newspapers, magazines, or radio stations."

The *Journal*, he said, has made it a policy to "protect the Lorain market in the interest of local business houses" and accordingly has attempted to attract new business to that area and has refused "advertisements of out-of-town establishments that would tend to withdraw business from the Lorain market" [BROADCASTING, Nov. 7].

Mr. Horvitz in his affidavit also challenged the Government to include in its case the statements of many Lorain merchants who were contacted by Justice Dept. investigators.

The Justice Dept. contended in reply that Mr. Horvitz's own statements supported the Government's position and that the publisher failed to answer many complaints of local merchants.

The *Journal* is owned by Mr. Horvitz and his brother, Isadore, who also operate the *Mansfield* (Ohio) *Journal*. The two papers were denied AM and FM permits by FCC more than a year ago on grounds that in Mansfield the owners had sought to suppress competition and gain an advertising monopoly [BROADCASTING, July 19, 1948]. The papers denied FCC's charges and currently have an appeal pending before the U. S. Court of Appeals for the District of Columbia.

When the anti-trust suit was first filed, Samuel Horvitz branded it a governmental 'reprisal' for editorial attacks on the FCC.

## RWG PROPOSALS

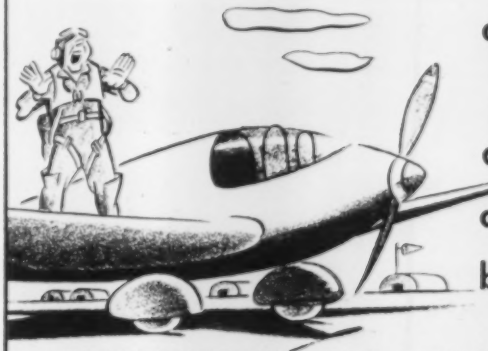
### Will Be Presented Today

RADIO WRITERS Guild, bargaining for New York network staff news and continuity writers, today will present counter proposals to ABC, CBS and NBC at a mediation meeting presided over by Federal Mediator J. R. Mandelbaum.

RWG has turned down proposals of the networks which would have set a grievance procedure for discharges and which would have granted four weeks severance pay after one years service instead of after two years, as now. RWG considered the proposals unacceptable, as not providing sufficient job security and severance pay. Its counter proposals will not be made known until after today's meeting.

FIGURE THE ODDS... by KXOK

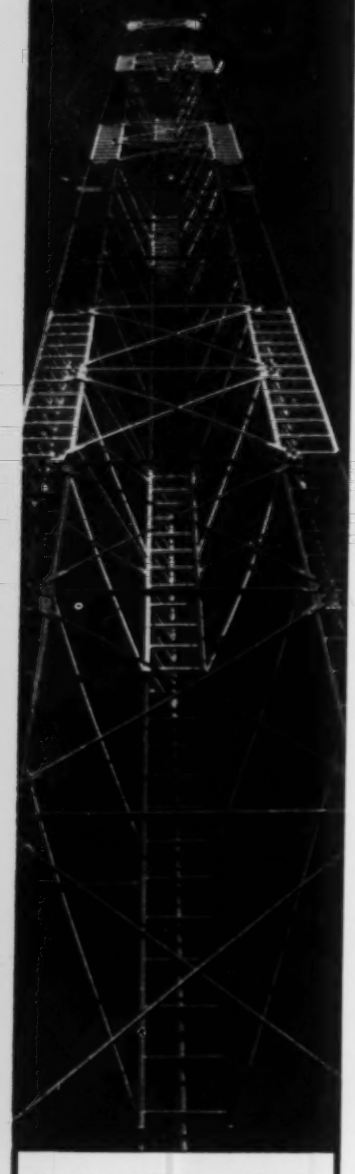
it's only 200 to 1 against your owning a plane by 1956



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS
KXOK

AM • FM
TELEVISION
TOWERS



495'-0" TOWER AM-FM-TV
RADIO STATION WAZL
HAZLETON, PA.

STAINLESS, INC.
NORTH WALES, PA.
NYC Office:
50 CHURCH STREET
Western Office:
BOX 841, PHOENIX, ARIZ.

## Nielsen

(Continued from page 27)

ture.' Those who are the first to experiment will, on the average, be the first to profit from the opportunities offered by television.

"4. As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturers. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

"5. As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars."

## WNEW

(Continued from page 23)

of WNEW with Miss Judis and Mr. Herbert." He said that, upon FCC approval, there would be no change in management or policy direction of the station and that the individuals who were responsible for its great success would continue to operate it with the added stimulus of ownership-participation.

"I welcome this opportunity to expand my interests in radio," Mr. Cherry said. "WNEW is performing outstanding service in the world's first market and will continue to render what I regard as the finest public service in America."

With the sale of WNEW, Mr. Bulova relinquishes his remaining station ownership interest. He recently disposed of WOV in New York in a transaction in which the station executives participated. That sale was predicated upon the FCC's duopoly regulations but was delayed several years because of litigation. Mr. Bulova has held ownership interests in a half dozen stations during the past dozen years.

WNEW, which operates on 1130 kc, pioneered the disc jockey formula and has held consistently high ratings. It has been the bellwether among independent station operations and was among the first of the higher-powered stations to begin 24-hour operation.

Last year, it is understood, WNEW had gross time sales of more than $2,300,000, and its net income prior to taxes reportedly exceeded a half million dollars.

The ownership of WNEW under the new corporate structure will be as follows:

| | |
|---|---|
| William S. Cherry Jr., president and director | 42¾% |
| Charles W. Knowles (president of Cherry & Webb Co. and treasurer of WPRO), treasurer and director | 7½% |
| Bernice Judis, executive vice president, general manager and director | 12½% |
| Ira Herbert, vice president in charge of sales and director | 12½% |
| Ted Cott, vice president in charge of programs | no stock |
| Harold B. Tanner (partner in the law firm of Tillinghast, Collins & Tanner, Providence, R. I.), secretary | 1% |
| George V. Meehan (owner, Continental Mills of Maine, broadcloth manufacturers, and Apponaug Co., Apponaug, R. I., textile finishing plant), director | 12½% |
| Frank F. Crook (automobile distributor and principal owner of WFCI Pawtucket, R. I.), director | 7½% |
| Godfrey B. Simonds (partner, G. H. Walker & Co., investment bankers, Providence), director | 3¾% |

Applications for the transfer will be filed through the law offices of Dow, Lohnes & Albertson, Washington, attorneys for both WNEW and the new corporation, by Paul O'Bryan.

According to available records, there has been no individual station transaction exceeding the amount involved in the WNEW sale. The projected sale of WHAS Louisville, 50,000 watt clear channel stations, by the *Louisville Times* and *Courier-Journal* to Crosley-Avco involved a price of $1,900,000 plus studio leaseholds, but this was rejected by the FCC last month largely because of the problem of overlapping coverage with WLW.

Negotiations have been in progress for sale of the Louisville station at the same terms to a syndicate comprising H. Leslie Atlass, CBS Central Div. vice president; P. K. Wrigley, chewing gum manufacturer, and Gene Autry, cowboy star and broadcaster, but there are no indications of consummation.

Telecasting
Insert
Pull Out for Filing

## KLOK SALE

### France Heads Purchasers

SALE of KLOK San Jose, Calif., to new group headed by Gordon D. France, West Coast broadcaster, for $150,000 was reported last week by William L. Ross, station broker. Papers are to be filed with FCC for approval soon.

Mr. France

Assigned 5 kw daytime on 1170 kc, KLOK has a bid pending for fulltime operation. Seller and station licensee, Valley Broadcasting Co., is headed by E. L. Barker, senior partner and general manager. Mr. France's firm is International Broadcasters Inc., of which he is president and general manager. He formerly const ucted and was general manager of KVSM San Mateo, Calif.

## WDLF Sold

WDLF DeLand, Fla., 250 w Mutual outlet on 1490 kc, has been sold by Lyle Van Valkenburgh for $50,000 to John B. Stetson U. there, subject to FCC approval. Mr. Van Valkenburgh, former NBC announcer, is now a freelance announcer in New York.

## PEABODY AWARDS

### Radio-TV Forms Are Mailed

ENTRY FORMS for the George Foster Peabody radio and television awards were mailed to station and network managers last week.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism which administers the awards, said they will be announced next May 4 by Edward Weeks, *Atlantic Monthly* editor and Peabody board chairman, and Dean Drewry, at a Radio Executives Club of New York luncheon meeting.

Deadline on entries is Jan. 9, 1950. Awards will be based on 1949 broadcasts in eight classifications. Television entries will compete for the first time in four AM categories open to video—education, entertainment, news and children's programs.

The eight AM categories are program or series by a regional station above 1,000 w which made an outstanding contribution to community or region welfare; similar contribution by a local station 1,000 w or under; drama; music; children's programs; education, and promotion of international understanding.

Any station or network is eligible to receive the award for reporting, drama, music, education or international understanding, Dean Drewry said.

Each entry should give: Title of program, name of station or network, address, classification in which entry is submitted, name of person making entry, whether entry has transcription attached and brief description of program along with reasons it should be considered best.

## Robert H. Schofield

ROBERT HARTWELL (Penny) SCHOFIELD, 46, account executive at KOMO Seattle, died in his sleep Nov. 4. He had been active in Seattle radio for 16 years. Born in Schofield, Okla. in 1903, Mr. Schofield went to Seattle at the age of 13 and was graduated from the U. of Washington in 1924. His first employment in radio was at KIRO Seattle. Surviving are his mother, a sister, and a brother.

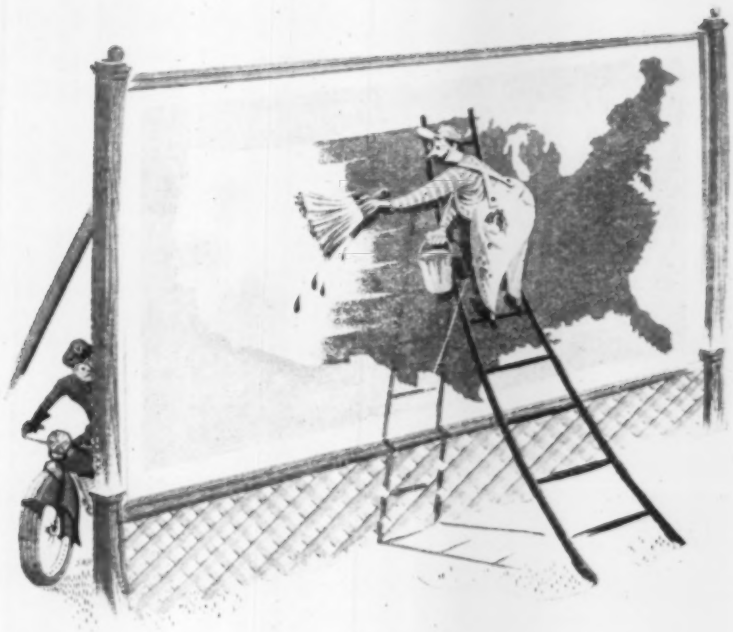


XUM

NOVEMBER 21, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



# if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DU MONT NETWORK

America's Window on the World

515 Madison Ave., New York 22, N.Y.

**Du Mont programs shown live on these stations**

| | |
|---|---|
| WAAM | Baltimore, Md. |
| WNAC-TV | Boston, Mass. |
| WBEN-TV | Buffalo, N. Y. |
| WGN-TV | Chicago, Ill. |
| WCPO-TV | Cincinnati, Ohio |
| WEWS | Cleveland, Ohio |
| WTVN | Columbus, Ohio |
| WHIO | Dayton, Ohio |
| WJBK-TV | Detroit, Mich. |
| WICU | Erie, Pa. |
| WLAV-TV | Grand Rapids, Mich. |
| WJAC-TV | Johnstown, Pa. |
| WGAL | Lancaster, Pa. |
| WTMJ-TV | Milwaukee, Wis. |
| WNHC-TV | New Haven, Conn. |
| WABD* | New York, N. Y. |
| WFIL-TV | Philadelphia, Pa. |
| WDTV* | Pittsburgh, Pa. |
| WTVR | Richmond, Va. |
| WHAM-TV | Rochester, N. Y. |
| WRGB | Schenectady, N. Y. |
| KSD-TV | St. Louis, Mo. |
| WHEN | Syracuse, N. Y. |
| WSPD-TV | Toledo, Ohio |
| WTTG* | Washington, D. C. |
| WDEL-TV | Wilmington, Del. |

**Programs shown on these stations by Du Mont teletranscription**

| | |
|---|---|
| KOB-TV | Albuquerque, N. M. |
| WAGA | Atlanta, Ga. |
| WBRC-TV | Birmingham, Ala. |
| WBTV | Charlotte, N. C. |
| KBTV | Dallas, Tex. |
| WFMY-TV | Greensboro, N. C. |
| KLEE-TV | Houston, Tex. |
| WSAZ-TV | Huntington, West Va. |
| WFBM-TV | Indianapolis, Ind. |
| WMBR-TV | Jacksonville, Fla. |
| KTSL | Los Angeles, Cal. |
| WAVE-TV | Louisville, Ky. |
| WMCT | Memphis, Tenn. |
| WTVJ | Miami, Fla. |
| WDSU-TV | New Orleans, La. |
| WKY-TV | Oklahoma City, Okla. |
| KMTV | Omaha, Nebr. |
| KSL-TV | Salt Lake City, Utah |
| KPIX | San Francisco, Cal. |
| WTCN-TV | St. Paul, Minn. |
| KING-TV | Seattle, Wash. |

**Du Mont owned and operated stations*

# WWJ-TV

## Detroit's major-league sports station

FROM Detroit Tiger ball games to University of Michigan football . . . and now to Red Wing hockey. That's the major-league sports line-up at WWJ-TV, first television station in Michigan.

Detroit has always been a sports-crazy town, and WWJ-TV has catered to sports fans ever since its beginning three years ago. Today, it's paying off!

Detroiters not only look to WWJ-TV for the best in sports, but also for the best in everything else . . . local and NBC programming, clearer pictures, better engineering and production know-how. If you want to tell your product story effectively and visibly to the multi-billion dollar Detroit market, do it on WWJ-TV, tops in television in Detroit.

FIRST IN MICHIGAN

*Owned and Operated by* THE DETROIT NEWS

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

*NBC Television Network*

*A Service of Broadcasting Newsweekly*

TELECASTING

National Press Bldg. Washington 4, D. C.

NOVEMBER 21, 1949

BROADCASTING, Telecasting $7 annually, 25c weekly

# TV AUTHORITY BORN

## Opposition Mounts in Screen Guilds

TELEVISION AUTHORITY, projected as the one big video talent union, was born last Wednesday and while still in swaddling clothes found itself in a fight with two of its brothers—Screen Actors Guild and Screen Extras Guild.

The screen guilds protested TVA's birth because they view jealously the assignment of jurisdiction over video films to another union.

It was in spite of negative ballots by the two film unions that the international board of the Associated Actors and Artistes of America (AFL), parent organization of all performers' unions, voted TVA into existence at a board meeting in New York.

But when born, TVA took a position alongside the two film guilds as a branch of the 4A's. Among other 4A branches, all of whom voted for creation of TVA are: American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists, Chorus Equity Assn. and Actors Equity Assn.

Indeed, it was the radio union, AFRA, which was among the leaders in the fight to bring TVA into being. George Heller, AFRA's national executive secretary, has often been put forward as the man most likely to be TVA's top paid officer.

Mr. Heller was among those who acted as midwife while the four suffered excruciating labor pains over the film jurisdiction question.

### Other Talent Union Seen

Even so, the new union was born with the threat that there will be more than one talent union in television. It is the intention of the 4A's to treat this problem by mediation.

According to Paul Dullzell, international president of the 4A's, TVA was voted into existence under the following limitations: "With the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

"The offer of mediation," Mr. Dullzell continued, "points the way to a peaceable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors no matter where they work.

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accepted. It is sincerely hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. I earnestly urge them to do so since the need for organization is pressing and cannot be long delayed."

The Screen Actors Guild, immediately countering the Dullzell statement, said that the 4A's board has not at this time vested authority in TVA over video films and, in effect, too, said that had better not happen or a war would be on.

### SAG Statement

The SAG statement was issued under signature of Kenneth Thompson, SAG television administrator, who came from the West Coast with Pat Somerset, SAG assistant executive secretary, to attend the 4A's board meeting. Mr. Thompson's statement was framed after long-distance telephone communications with SAG in Hollywood. It said:

**The . . . statement issued by the 4A's regarding Wednesday's action by the 4A's board, in creating a new actors union, omits a most important fact, namely, that the resolution voted by the board specifically withholds action on the issue of jurisdiction, that is, the 4A's board has not attempted at this time to vest in TVA authority to represent performers in motion pictures made for television.**

**In accordance with the previously announced position of Screen Actors Guild and Screen Extras Guild, these film guilds would resist any such move. The guilds await word from the eastern talent unions regarding a proposal for an equal partnership in the field of television which is being explored by the various talent unions. The guilds' previous offer of mediation, where necessary, still stands.**

The reference to an offer by the SAG to mediate is different from the mediation proposal of the TVA proponents. The latter want to mediate the entire film jurisdiction question. SAG wants to mediate only a "so-called gray area or shadowland" comprising film spot commercial announcements and film inserts, retaining jurisdiction of all the rest of the film video field.

That difference of the area to be submitted to mediation is said to be the major issue which set the two screen guilds against their new brother even before his birth.

### Hollywood Action

That the screen guilds would reject the TVA at the international board meeting Wednesday was taken for granted. At the annual meeting of the guilds in Hollywood Nov. 13, the entire membership voted against participation in the TVA. Reason for that action was that the TVA plan provided for giving TVA "control over actors in motion pictures made for television and thus sets up two unions for actors working in motion pictures."

At the same time, however, the guilds membership voted that efforts to find a peaceful solution be continued, including partnership agreement. If a peaceful solution failed, it was voted, the guilds were to proceed immediately to organize the field of motion pictures made for television. A subsequent guild announcement stated that such organization work already was under way.

## WTTV (TV) OPENS

### Is Indiana's Second Outlet

WHEN WTTV (TV) Bloomington, Ind., owned and operated by Sarkes and Mary Tarzian, began formal operation Nov. 11, it became Indiana's second video outlet. At the same time Bloomington laid claim to being the nation's smallest city to have a television station.

Sen. Homer Capehart (R-Ind.) together with other state and local officials dedicated the new TV outlet. Station Manager Glenn Van Horn, while outlining program policy, said some film would be used but emphasis would be placed on local public service TV shows.

WTTV, the first to apply for a television station in Indiana, followed WFBM-TV Indianapolis into operation because its engineers made most of the major equipment used, station officials report. Highest praise of Mr. Tarzian went to Engineer Morton Weigel and his staff, whose ingenuity and hard work made the station a reality.

# NAB TV DIRECTORS

## Swezey, Thomas Elected

TWO television directors-at-large were elected by the NAB board last Tuesday morning at its Washington meeting (see main board story page 23). They were Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOIC (TV) Washington.

Mr. Thomas took part in the meetings starting the same morning. Mr. Swezey arrived in Washington Tuesday evening and joined the board the next morning.

A third board member sat for the first time—Harry M. Bitner Jr., WFBM Indianapolis, representing District 8 (Ind., Mich.). Mr. Bitner was elected last July 11 to fill the vacancy created by resignation of Harry Bannister, WWJ Detroit.

Eligibility of the 38 TV members of NAB to two directors-at-large arose from revision of the by-laws last month [BROADCASTING, Oct. 31]. TV became entitled to two directors when the membership reached 25. The same requirement applies to FM.

Mr. Swezey has been executive vice president of the WDSU stations in New Orleans since last Feb. 1. He had previously been vice president and general manager of Mutual network and had served as chairman of the subcommittee that drafted the NAB Standards of Practice.

Mr. Thomas became manager of WOIC (TV) Washington in the summer of 1948. He had been sales manager of WOR New York. He, too, has served on a number of NAB committees and is ex-chairman of the Sales Managers Executive Committee. Last May Mr. Swezey presided at the TV session of the Advertising Federation of America convention. Mr. Thomas, AFA director, spoke then.

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# Telefile:

## PIONEER WRGB (TV) MOVES INTO SECOND DECADE OF REGULAR PROGRAMMING

By BRUCE ROBERTSON

WRGB(TV) Schenectady, video member of the General Electric Co. headquarters broadcasting triumvirate which also includes WGY (AM) and WGFM(FM), this month celebrates the completion of ten years of regular program service to viewers in New York's Troy-Albany-Schenectady "Capitol District."

Nov. 6, 1939, marked the inception of this regular TV program service, which has continued uninterruptedly since that date, except for a "time out" interval in 1941 while WRGB's equipment was being adjusted to comply with changes in TV broadcasting standards effectuated that year. But that date by no means indicates the beginning of GE's interest in video broadcasting.

As early as 1926, Dr. E. F. W. Alexanderson, GE engineer, developed a mechanical method of television, using mirrors mounted on a wheel. The following year images were successfully scanned in the GE laboratory with a rotating perforated disk and in January 1928 this system of television was given its first public demonstration at Dr. Alexanderson's home.

In May 1928 WGY became a TV as well as an AM station, broadcasting video programs on a regular schedule of three afternoons a week. In August, WGY ventured its first TV outdoor remote pick-up, broadcasting from Albany Gov. Alfred E. Smith's speech accepting the Democratic nomination for President.

September 1928 became a red letter date in TV history when WGY broadcast the first television drama, "The Queen's Messenger." The pick-up range of the cameras then used was so limited that the entire drama was done in close-ups, with the faces and hands of the cast indicating all the dramatic action.

* * *

The following year, with the introduction of the cathode ray tube, GE dropped its experiments with mechanical television to concentrate on the all-electronic system of picture transmission and reception. In 1930, an audience in Procters Theater in Schenectady watched a demonstration of GE video reception on a seven-foot screen. A year later, GE engineers transmitted geometric patterns to Berlin, Germany, using a 30-line, 15-picture-per-second system.

The Helderberg Hills outside of Schenectady, where the WRGB transmitter is located, is the site of the first long-distance reception of modern high definition television. On June 10, 1939, pictures of the King and Queen of England visiting New York's World's Fair, broadcast from New York, were received in the Helderbergs, 129 miles from New York and 7,900 feet below the theoretical line of sight.

If a program could be received it could be rebroadcast and on Jan. 12, 1940, only two months after WRGB had inaugurated regular local program service, it added a number of big-time shows originating at WNBT, NBC's New York TV station, to its schedule. After more than seven years of this direct-reception network operation, GE engineers installed a microwave relay between New York and Schenectady via three mountain-top relay stations, operating with 5w at frequencies of 2,000 mc.

* * *

Once this relay system was in use, in the fall of 1947, WRGB dropped its exclusive tie-up with NBC, adding ABC, CBS and Du Mont affiliations giving WRGB its pick of network programs for Capitol District viewers. On Dec. 1, 1947, WRGB also discontinued its experimental operating set-up and began charging advertisers for time on a straight commercial basis.

WRGB's program policies are set forth in the following statement by Robert S. Peare, GE vice president in charge of public relations, a post which includes responsibility for all of the company's broadcasting activities:

* * *

**"As the only television outlet in the Capitol District of New York state, WRGB is very much aware of its responsibility to area viewers. To fulfill this obligation, the station is very fortunate in being able to present the best of all four networks, including the 10 top-ranking shows of those networks, thereby giving its viewers the same opportunity to see quality shows as those viewers in multiple-station cities.**

**"Early WRGB philosophy was to present only those programs which could be done well, and production was limited chiefly to quiz and audience participation programs, film, simple dramatic shows.**

**"With a gradual transition away from film programs, however, sports and news assumed increasing importance. Dramatic and musical shows also were augmented and helped round out a complete schedule of home entertainment, until the leading programs available from the four**

*(Continued on Telecasting 6)*

**AMONG the more treasured possessions in the General Electric Co. archives is this photo taken in August 1928 as former New York Gov. Alfred E. Smith accepted the presidential nomination of the Democratic party as the WGY cameras picked up the action from the state capitol in Albany.**

**PROGRAMMING and technical sides are represented by (l to r) B. W. Cruger, in charge WRGB (TV) technical operations; R. B. Hanna, stations manager of WGY, WGFM (FM) and WRGB (TV); A. G. Zink, program supervisor, WRGB (TV); and W. J. Purcell, engineer in charge of technical operations for the three GE stations.**



XUM

Cincinnati's WCPO-TV Channel 7

1st. AGAIN and AGAIN and AGAIN and AGAIN

**NOW . . . 1st again in OCTOBER PULSE SURVEY**

| | | WCPO-TV | TV-STATION 'B' | TV-STATION 'C' |
|---|---|---|---|---|
| MON thru FRI | NOON TO 6:00 PM | 28% | 24% | 8% |
| | 6:00 PM TO MIDNIGHT | 35% | 24% | 17% |
| SAT | NOON TO 6:00 PM | 33% | 26% | 1% |
| | 6:00 PM TO MIDNIGHT | 38% | 20% | 17% |
| SUN | NOON TO 6:00 PM | 38% | 24% | 2% |
| | 6:00 PM TO MIDNIGHT | 32% | 22% | 18% |

*Record of "Firsts"*

**WCPO-TV**

1st Telephone Survey, August, "Cincinnati's Favorite Station"

1st PULSE, August

1st PULSE, September

1st Telephone Survey, September, "Cincinnati's Most Watched TV Station"

. . . And Now Again FIRST in October Pulse.

WCPO-TV—Channel 7. Affiliated with the Cincinnati Post. Represented by the Branham Company.

WEWS, Cleveland is another Scripps Howard TV Station—1st in the market!

## Telefile: WRGB

*(Continued from Telecasting 4)*

major networks were available to area viewers."

Program schedule for a typical week in the fall of 1949 shows a total broadcast time of 48 hours, of which 21% or 10 hours was local and 79% or 38 hours was network. The sports telecasts included both college and pro football. Broken down by program types, WRGB programs lined up as follows:

| Type | Hours | Per cent |
|---|---|---|
| Dramatic | 9:00 | 18.7 |
| Variety | 7:30 | 15.6 |
| Sports | 7:30 | 15.6 |
| Children's | 6:15 | 13.0 |
| News | 4:05 | 08.5 |
| Popular Music | 4:00 | 08.3 |
| Women's | 2:30 | 05.3 |
| Serious Music | 1:45 | 03.7 |
| Science, Agriculture, Education, and miscellaneous | 5:25 | 11.3 |
| | 48:00 | 100.0 |

This sort of programming seems to suit Capitol District viewers very well. A survey made by WRGB last March showed 91.7% of all sets in the area were turned on sometime in every day, with an average home viewing time of 4.7 hours a day and an average viewing audience of 3.7 persons per set, made up of 39.4% men, 39.0% women and 21.6% children. TV sets in public places also get a good workout, being in use 4.1 hours a day on the average. The public place viewing audience averaged 21.4 persons, 85.1% men, 14.7% women and 0.2% children.

Another kind of evidence of WRGB's successful program service is offered by the figures of set-ownership in the station's service area. From 1,919 video sets in March 1948, the number of receivers increased to 17,900 in March 1949 and in the last eight months has more than doubled to a total of 38,000 in November of this year. As WRGB is the sole source of TV program service for the Albany-Troy-Schenectady area, these sets could have been bought for no other reason than to receive the programs of this station.

The emphasis on network programs at WRGB is reflected in its advertiser line-up. More than half of the station's sponsors in October were network advertisers—42 out of 75, with 13 spot and 20 local accounts completing the list. The 42 network clients were, of course, program sponsors.

WRGB's 13 spot accounts, including such familiar names as Benrus, Bulova, Lucky Strike, Oldsmobile, Ronson, and Schick, comprised two program sponsors and 11 users of announcements. The 20 local advertisers on the station included five who sponsored programs, 15 who used announcements. The local advertisers include seven radio and TV set dealers, three department stores, three auto dealers, a clothing store, a bank, a laundry, etc.

From its file of commercial success stories, WRGB selected these three as typical. Reives-Freeman, distributors of Capehart video sets, sponsored a half-hour late evening studio quiz show, *Nickel for Nothing*. A one-time announcement that a $2.50 book, "Life of Mr. Farnsworth," would be given away to the first 25 persons applying the next morning at Barney's Department Store in Schenectady assembled a line of 125 persons in front of Barney's before the doors were opened, with many more asking for the book during the day.

* * *

APEX Department Store has been using one-minute announcements on Friday nights. One spot for men's shirts at $2.99 sold 294 the following day, a pure TV success as the shirts were not advertised in any other way or displayed in the store's windows. During the summer, a single announcement of a sale of $25.95 suits at $19.98 cleaned out the store's entire stock and sent the manager to New York that night for a new supply.

Montgomery Ward, largest department store in the area, uses five-minute programs following the Sunday football telecasts to demonstrate a combination lathe, saw, drill press retailing for $199. The first telecast produced 11 direct inquiries the following day, seven of which resulted in sales.

Owned by a major manufacturer of TV equipment, WRGB from the start has served as a laboratory for testing new GE video apparatus and as a showroom for displaying the latest GE television devices to visiting broadcasters. In recent months the station has been completely overhauled and reequipped with the latest GE equipment, from studio cameras on through transmitters and antenna, at a cost of some $300,000.

* * *

THE new transmitter equipment comprises a 5 kw low channel transmitter operated into a three-bay antenna. Programs are carried from the studio to the transmitter by a microwave link operating at 2000 mc.

The studio has been enlarged to make room for a new master control room which acts as control center and distribution point for programs from the local studio, from the mobile unit or from New York via the GE microwave relay system. The studio measures 42 by 70 feet and is equipped with two image Orthicon cameras and has a control room containing the camera control motors for the studio, monoscope for test pattern and the film channel. A new program console integrates the functions of audio control, video control and program direction.

This control room is located on the second floor level, overlooking the studios through large windows. Beneath it is the projection equipment—two film cameras, two 35 mm projectors, two 16 mm projectors and several slide projectors for transmitting both transparent and opaque material.

Rounding out the station equipment is a new mobile truck fitted with a GE two-camera field pick-up unit for covering outside events. Signals from the truck are sent to the studio via microwave relay or are beamed directly to the transmitter.

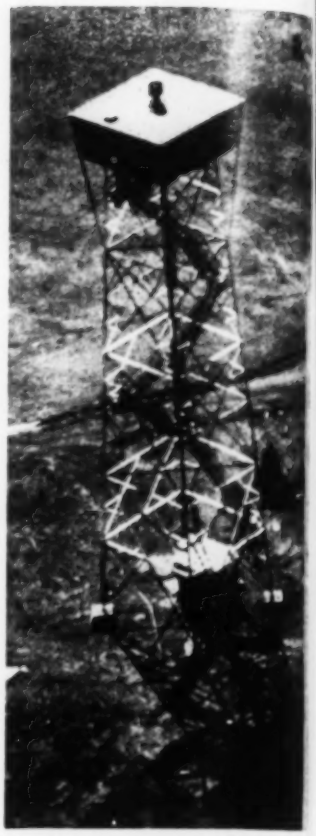
Headed by Mr. Peare, the management of WRGB includes B. J. Rowan, assistant manager of the GE advertising and publicity department; R. B. Hanna, stations manager (WGY, WGFM, WRGB), R. W. Welpott, assistant stations manager; A. G. Zink, program supervisor; W. J. Purcell, engineer in charge of stations technical operations (WGY, WGFM, WRGB); B. W. Cruger, engineer in charge of WRGB technical operations. Mr. Zink is in charge of the day-to-day programming operations of WRGB, with Mr. Hanna director of overall operations and Messrs. Peare and Rowan representing the company in making policy decisions.

WRGB's rate card shows a base rate of $200 for an evening hour. Its network base rate is $325 per evening hour. Like most other video stations, WRGB is still losing money.

"We don't expect to reach the break-even point by 1951 due to heavy depreciation now absorbed against current operations," Mr. Hanna states.

* * *

**BEFORE installation in the camera atop WGRB (TV)'s mobile unit, a telescopic lens is inspected by GE's television technicians. The mobile transmitter has telecast more than 30 "remote" shows in its first year of service for WRGB (TV). A crew of seven includes two cameramen, three controlmen, a program director and an announcer.**



**FINAL relay point in the WRGB (TV three-tower television relay from Ne York City is this tower in the Helde berg Hills near Schenectady. Rela equipment is located in the 29-foo square structure atop the 125-foo tower. The relay is the first multipl point, unattended relay of its length according to GE engineers.**

## WICU (TV) RATES

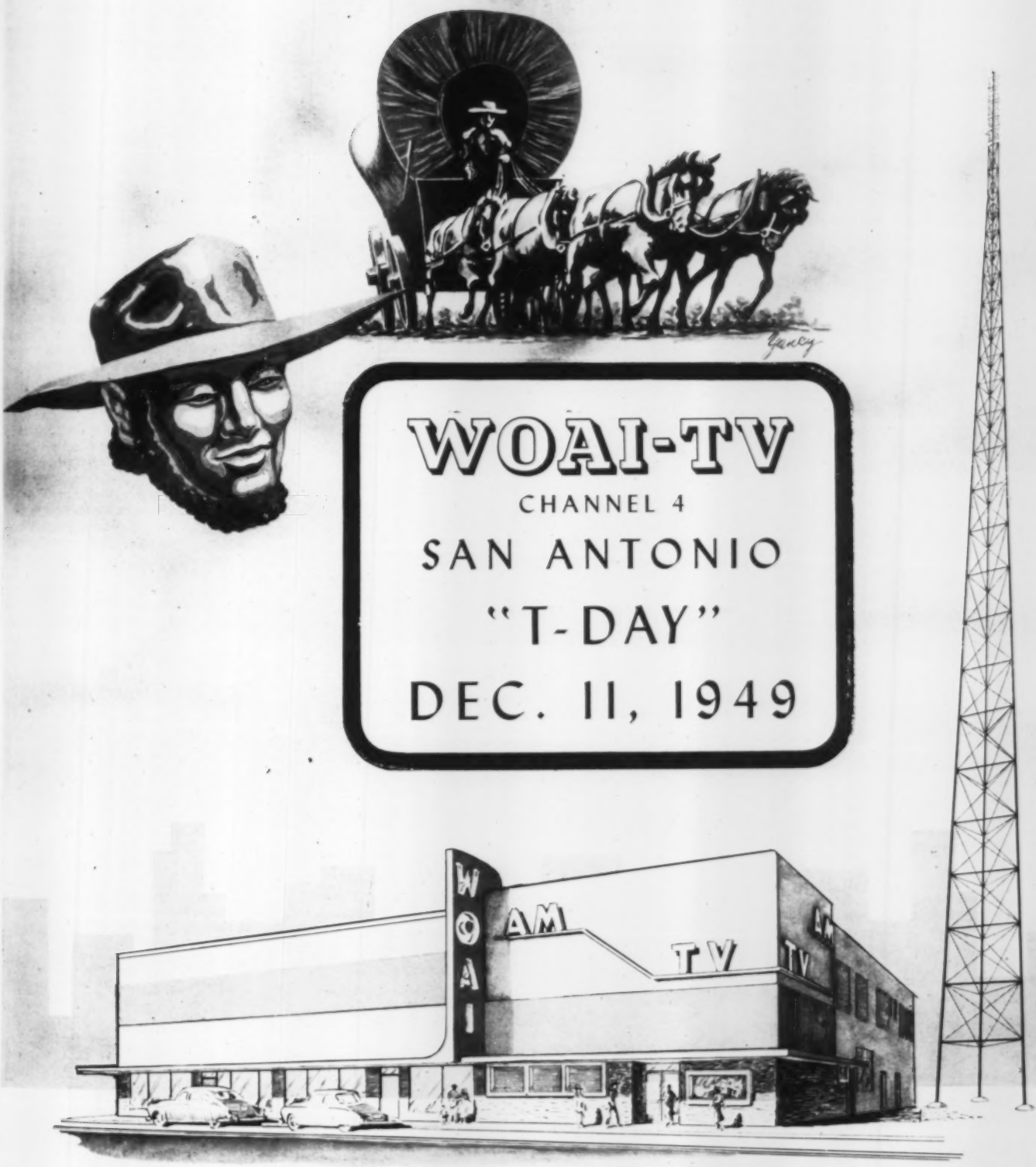
### Card 2 Is Effective Dec. 1

WICU (TV) Erie, Pa., has announced its national Rate Card No. 2, effective Dec. 1. The card gives rates on live programs and film and is divided into two classes, A and B.

Class A time is designated 6 to 11 p.m. weekdays, 12 noon to 11 p.m. Saturday and Sunday. One-time rate in Class A ranges from $15 for 10-second time signal to $300 for one hour.

Class B is weekdays prior to 6 p.m., Saturday and Sunday prior to 12 noon. Ten-second time signal costs $10 with no discount. One time, one hour rate in this class is $200.

According to the card, announcements and programs may not be combined to earn lower rate. Rates on Card 2 are guaranteed for six months period from date of first telecast.




# PIONEERS

Represented by Edward Petry & Company, Inc.

# WCAU-TV Sells Mrs. Housewife

**EVEN when the housewife is away from home and her TV set, she takes time out from her downtown shopping duties to attend the telecast of WCAU-TV's *Lit's Have Fun-TV*.**

DAYTIME television is successful in Philadelphia and WCAU-TV as well as an imposing list of sponsors are quite happy about it.

After 15 months of intensive daytime television programming the station has acquired an audience and a file of success stories. They provide convincing evidence, the station says, that a new vehicle to reach women in daytime has been discovered.

Moreover, they offer what they feel is convincing proof the oft-heard theory that women won't look at television in the daytime is fallacious, phoney and fit for the ash can.

So convinced is WCAU-TV that daytime television is here to stay, and in a big way, that it is preparing a promotion piece in which the story will be related in detail with documentation to back up its claims.

They chuckled when WCAU-TV started its experiment a little over 15 months ago. Who'd look in daytime? Why Monday's wash day, Tuesday housewives iron, and on and on; and anyhow they could listen while doing household chores but they'd need two sets of eyes to wash the dishes and watch television at the same time.

That's what they said 15 months ago. And what are they saying now? Well, October ratings show high daytime audiences that compare with the top nighttime shows in the city, according to WCAU-TV, and one of them, *Children's Hour*, is said to be rated higher than the top local nighttime TV program.

WCAU-TV's daylight programming, almost entirely live productions, was guided by findings of a national research organization about what women do in the daytime. For example, it was shown that Monday is not necessarily washday. The number of women who do the family wash Monday through Friday doesn't vary more than 5%, it was found.

On the basis of the data on Mrs. Housewife's day, WCAU-TV figured it must get to her, as the family budget director, when messages would have the strongest impact—the period between chores. She must be shown what she wants to see—when she has time to see it.

At 10 a.m. in Philadelphia, says WCAU-TV, mother finishes her washing and sits down to relax and look at her TV set. If it's Tuesday, she'll share the antics at Lit Bros. department store's seventh floor restaurant, for example. *Lit's Have Fun-TV* interestingly enough, not only has helped mother have a good time Tuesday morning at her television set but has actually increased the program's AM rating, according to Lit Bros.

All the shows are sellouts since TV entered the picture. Lit Bros. is getting a nice increase in store traffic and it's well known how a store loves its traffic.

Ruth Friendlander, Lit Bros. director of radio and TV, knows the details about the store's radio success. She says:

"Promotions handled successfully on television include our series of back-to-school fashion shows, special sales and regular merchandise. Some examples: TV commercial on Tower Brand ha sold 200 within a week; 1,800 pac ages of frozen peas were sold d ing a week-long TV promotion that item.

"On five dress promotions *Lit's Have Fun* and *Lit's Have Fu TV* our buyer reports sales fr 100 dozen to 400 dozen dresse There are hundreds of other ite which television has helped us s extensively . . . the hundreds letters we receive each week fro televiewers, and the results whi television has shown both in traff and direct sales, convinces us th our pioneering in early mornin weekday television pays."

And here's a news item from th Lit Bros. advertising department- Lit Bros. on Oct. 4 renewed its day time TV for 26 weeks.

### Into The Afternoon

From 11 a.m. to 1 p.m., WCAU-TV carries the Ford telecasts of United Nation's proceedings. From 1 to 2 p.m. there is news and music.

Now it's 2 p.m. The kids have had lunch. If they're school age, they are back facing the blackboard. Mrs. Housewife has done the dishes. Obviously, says WCAU-TV, she's ready for *Cinderella Weekend*, a five-weekly telecast version of WCAU'S afternoon i fairyland, with all the trapping plus plenty of prizes.

Fairies? Prizes? Who woul be interested? When in doub about a radio or television pro gram's pulling power, ask th sponsor who has tried WCAU-T in the daytime. In this case, as Peirce-Phelps Inc., one of the na tion's largest appliance distribu tors, and here's the answer it give

"We have been particularl pleased with the response of bot

**NAMES and the personalities of interest to the housewife are constantly before the WCAU-TV cameras. Typical are:**

***At left*—Entertainer Kyle MacDonnell chats with Ed McMahon on *Take Ten*.**

***Center*—CBS' Irma, or Hollywood Actress Marie Wilson, watches Marian Kemp whip up a tasty dish on *Marian Kemp's Kitchen*.**

***Right*—Designer Omar Kiam (l) talks with Bob Russell on *Take Ten*.**

XUM

retail dealers and retail customers who have followed the program. . . . Daytime television is by its very nature informal, and lends itself to the demonstration of our products. We have been able to go directly into the home of Mrs. Housewife and show her the advantages of owning a Youngstown kitchen, a Whirlpool washer, an Admiral range or refrigerator, Admiral television or a Proctor small appliance in a program designed just for women.

"Our records show a considerable volume of business developed directly and indirectly from *Cinderella Weekend* as a result."

Jack Siegrist, Peirce-Phelps sales promotion manager, stated in another letter:

"We find that television has been extremely helpful in increasing the acceptance of our products and product names in the whole WCAU-TV territory. And we have sales to prove it. Dealer reaction has been uniformly favorable to the program, too . . . television makes our newspaper and other advertising pull better."

Supporting this large distributor are the firm's retail outlets. Says Stanley F. Lefkoe, of Lefkoe-Morton Co., mid-Philadelphia store, in speaking of Peirce-Phelps daytime television:

"I wish to thank you and your firm (Peirce-Phelps) very kindly for the 'television plug' which you gave us yesterday. I have always regarded your program as one of the masterpieces of the distributor, factory and dealer relationship. . . . We sincerely appreciate the opportunity of having our name and store mentioned over television."

### Offers Draw Heavy Response

WCAU-TV cites other examples. A four-time offer of a booklet, "Ironing Can Be Easy," brought 311 requests the first day and 1,127 in all. Three announcements by Stove Home Products Co. of a free recipe book on the Tuesday and Thursday telecast edition of *Cinderella Weekend* drew 258 requests. *Cinderella Weekend* is completely sold out and all its sponsors speak glowingly of their TV experience.

After *Cinderella*, when the housewife is thinking about the groceries if they haven't been bought already, Bill Hart comes on with *Man on Chestnut Street*. Last September a viewer suggested he shouldn't be spending so much time bending his six-foot-nine-inch frame so youngsters could talk. Let's have adults, the letter said. Bill resolved the issue by reading the letter over the air and asking, "What do you want?"

After 10 days the count was 1,184 in favor of the kids to 533 for adults.

One of WCAU-TV's discoveries centers around use of test patterns with news tape and music. Strip rates were kept low to attract small merchants. Sears, Roebuck took a flier and declares the cost-per-individual-response was the lowest ever recorded via any advertising medium.

In a special campaign using the news strip test pattern of all three Philadelphia TV stations, Sears, Roebuck featured "shopping for fun by catalog," a direct solicitation for business in which viewers were urged to shop by telephone. The costs were described as amazingly low. Sears contacted 760 of the prospects and received 83 immediate orders, or 1 out of 10, for a total of $765 or almost $10 per customer.

Most of these results stories are four to six months old, according to WCAU-TV, but since then the number of receivers has nearly doubled.

For instance, on the Nov. 3 *Marian Kemp's Kitchen* program on WCAU-TV American Stores chain offered a free pear slicer to the first 400 replying. The next day 2,196 requests were received. Every letter was addressed to "Marian Kemp's Kitchen, c/o The American Stores." Not a single letter was sent to WCAU, which the station points out is positive proof of sponsor identification. In all, 3,276 viewers wrote in for the pear slicer.

And here's a dramatic success story. Last Oct. 23, which was Sunday, *The Big Idea* sustaining program was telecast as usual at 6 p.m. Donn Bennett, m.c. of the sustainer, brings in inventors who tell their stories by television. This particular evening Mr. Bennett spent 1½ minutes demonstrating how to clean silver with an Oakite silver cleaning plate. He offered free an Oakite plate with sample of Oakite to anyone sending name and address.

### Oakite to Sponsor

Within three days 6,319 requests had been received. And an interesting note for those commercial minded—Oakite will sponsor the program starting Dec. 4.

Here are some of WCAU-TV's daytime national sponsors:

Household Finance, Pepsi-Cola, 4-Way Cold Tablets, Quaker Oats, Peter Paul, Horn & Hardart restaurants, American Stores, Renuzit, Andy Boy broccoli, Zippy starch, Powderene. Among local sponsors are Lit Bros. and Beneficial Savings Fund Society, to mention two of the better known.

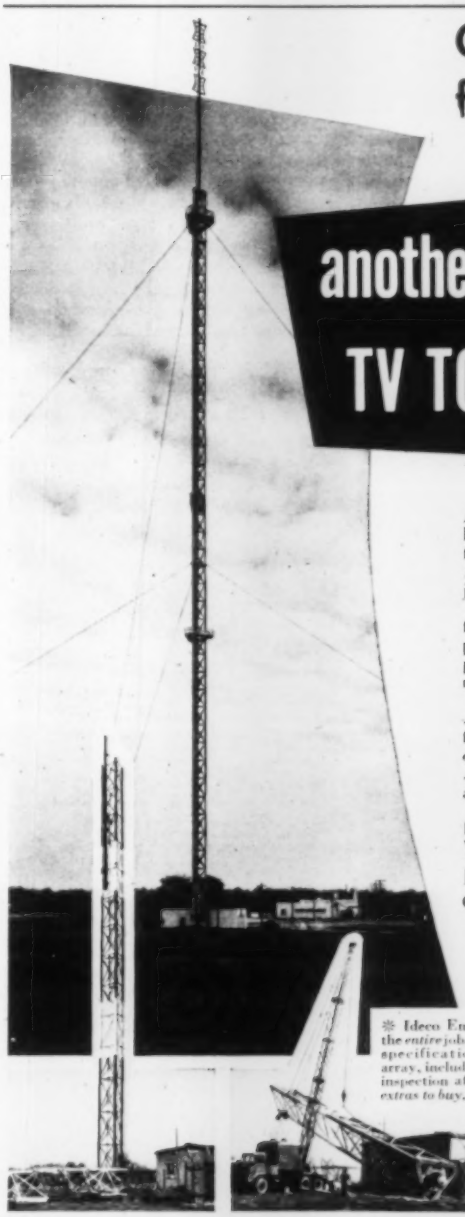
The station's predominantly live daytime programming schedule totals 56¼ hours a week (before 6 p.m.) of which 26¼ hours, or almost half, are sponsored.

WCAU-TV is on the air shortly after breakfast every morning in the week. It's daytime operation, the station says, is more than any other station in the city.

In the period WCAU-TV has been building up its daytime programming, "Philadelphia, America's second TV market, has multiplied eight times," the station points out, and every day 1,000 more sets are being installed.

The station has pioneered in daytime television, and feels that it's here to stay.


Crosley's WLWC Beams TV from 577 feet above Columbus



another *Completely Engineered** TV TOWER by ideco

A solid base . . . then 466 feet of guyed triangular tower . . . topped by a 111-foot antenna . . . *every* phase *completely engineered* by IDECO for WLWC . . . lighting television screens of a large Central Ohio Area. The Crosley Broadcasting Company selected IDECO for this job for two very important reasons:

*Triangular-Section Safety*—provides extra rigidity and freedom from distortion. IDECO's triangular design effectively reduces wind pressures . . . the WLWC tower is designed and guyed for a 30-pound wind load . . . designed to perpetuate the outstanding safety record of IDECO radio and television towers.

*Complete Engineering*—IDECO towers are completely prefabricated . . . sections are designed to go together easily and quickly . . . no field cutting or welding is necessary. IDECO Engineering covers the *entire* job, including transmission lines, service ladders, platforms . . . even the installation of 10-foot call letters . . . and any special accessories required.

From coast to coast, for every type of radio and television tower, IDECO is prepared to handle *every* detail of your tower requirements. Write for Bulletins RT-46 and SSRT-1 for more information.

INTERNATIONAL DERRICK AND EQUIPMENT COMPANY
Columbus, Ohio • Torrance, California

* Ideco Engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection after erection. No *extras to buy.*

ideco
TRIANGULAR SECTION
towers
AM • FM • TV

# COLOR COMPARISONS

## *Begin Today*

DETAILED PLANS for this week's comparative demonstrations of the CBS and RCA color television systems and black-and-white TV were announced last Thursday by FCC, which meanwhile was pondering a petition for consideration of another "system."

The demonstrations will be held in Washington today (Monday) and tomorrow. They will wind up the color hearings until Feb. 6, when sessions resume with an official demonstration of Color Television Inc.'s system, followed by further comparative tests and then cross-examination of the witnesses who have testified during the past seven weeks.

The "new" system FCC was asked to consider was advanced by Prismacolor Pictures Inc., Chicago color photography process firm, which told the Commission its method of additive color photography, producing color pictures with black-and-white film, "is a natural for adaption to television."

FCC has not indicated whether it will grant or deny Prismacolor's request to appear and present testimony.

**Color vs. Black-White**

The comparative demonstrations of RCA and CBS color, with black-and-white transmission and reception of the same subjects provided by Allen B. DuMont Labs, will run from 9-11 a.m. and 1-3 p.m. today and tomorrow.

They will include showings of wrestling or boxing via the respective systems; transmissions over 2.8 mc coaxial cables and 4 mc radio relays; group shots; stills; test patterns; demonstrations of sponsors' products to compare the commercial potentialities of the respective systems; a variety program including dancing, juggling and acrobatics; puppets; a short drama; films and slides, and a woman's program with illumination reduced to about 10 footcandles.

The comparisons will originate from RCA's WNBW Washington studios. The Commission, its staff, and participants in the hearing will observe reception on receivers set up side-by-side in Temporary E Bldg. in Southwest Washington.

Meanwhile, the Commission was told by Prismacolor that its system, though not yet tested in television, has been thoroughly tried and proven photographically.

President F. E. Oakhill said the system basically is quite flexibile and would permit use of existing black-and-white equipment, standards and facilities with limited modification of studio equipment.

Reception, he said, would be possible in either monochrome or color since the color intelligence is transmitted in the form of monochrome "color grays," with the color added by filters in the receiver. He estimated color receivers would cost $80 to $110 more than black-and-white sets.

Mr. Oakhill explained that Prismacolor's film cost is only three times that of black-and-white photography while color comparison costs are from one-fifth to one-tenth that of present day color methods. The system depends, it was stated, upon the "well known method of mixing varying quantities of red, blue and green light to produce a full range of light colors from white to black."

In television application, the Prismacolor system would bring the red, blue and green images "into close juxtaposition" and focus "upon the orthicon and [be] scanned across the red, blue and green successively line by line, just as now done for a [monochrome] picture and within the same area occupied" by such a black and white picture.

Because the three color frames would be within the same area as the standard monochrome picture, color and monochrome operation would be interchangeable by simply switching lenses in the camera. In the receiver the three color images would be picked up from the face of a single cathode or three individual cathodes and projected upon an enlarged viewing screen as a single view.

The Prismacolor representative claimed highest color fidelity for his system and indicated no problems of flicker would occur since monochrome facilities were used. He added that color fringing has been successfully eliminated photographically and that the problem of image registration has been minimized to the point "where pictures can be shown on a screen many times enlarged" with "control of registration . . . well within normal eye acceptance."

# MOSKOVICS

## *Sees Doubling of Set Figure During Next Year*

TOTAL of three million TV sets installed in the country by the year's end and a doubling of the number during 1950, were predicted last Tuesday by George L. Moskovics, CBS vice president and sales manager of sales development. He addressed the Michigan chapter of the American Marketing Assn. in Detroit.

Speaking on "The Impact of Television," Mr. Moskovics told the AMA that the summer slump in TV set sales due to the color controversy had entirely picked up since the FCC's decision that it would not accept any color system unless adaptable to present sets.

He said, "The Commission apparently does not intend to take any action until next spring so it will be at least a year and maybe two before the many problems, for which there are no answers now, can be ironed out in color TV."

Reviewing the rise of television through its period of growing pains, Mr. Moskovics said improvements in cameras and other transmitting equipment are still needed, and that much was still to be done in research facilities.

"TV is changing rapidly in its characteristics, he said.

# JOHNSON'S STAND

## Clarifies Position on TV

LIFTING the present "freeze" on VHF TV applications without first making provision for allocation and use of UHF channels would not only be "shortsighted" on the part of FCC, it would also be a "scientific and economic absurdity," Sen. Edwin C. Johnson (D-Col.) chairman of the Senate Interstate & Foreign Commerce Committee, has advised the Commission.

In a letter to FCC Chairman Wayne Coy amplifying his position on color, UHF and VHF, Sen. Johnson asserted there would be no reason to continue the freeze once the proposed 42 UHF channels are allocated on a nation-wide basis and standards are promulgated—and "the sooner that is done the better." He warned that "easily identified selfish interests are laboring day and night to lift the freeze now and nothing more."

The Senate Commerce head expressed hope FCC would approve, simultaneously with adoption of broad color standards [BROADCASTING, Nov. 14], "immediate commercial utilization" of numerous UHF channels looking toward a nationwide competitive system.

"I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation," Sen. Johnson told Chairman Coy. He evinced concern lest FCC's decision result in a "hodge-podge for each city" which might necessitate revamping of two-band allocations in a few years and thus aggravate problems of TV licensees and set-owners.

Text of Sen. Johnson's letter to Chairman Coy:

**From time to time during recent weeks the radio press has carried short interviews with me regarding the hearings now being conducted by the Commission and television problems generally. In many instances the published stories were only excerpts from the interviews which I gave the reporters.**

**These abbreviated reports remind one of the fable of the three blind men who examined an elephant. One explored the animal's tail and concluded that an elephant resembled a rope. The second, a very short blind man, wrapped his arms around one of the elephant's legs and decided an elephant was like a tree stump. The third, a very tall blind man, thumped the elephant's side and said an elephant is like a wall. Such distorted descriptions of an elephant and the published excerpts of my interviews both miss the mark.**

**In order that there may be no misunderstanding with respect to my position on color, UHF and the existing freeze I feel compelled to reiterate my views in brief summary. I have taken great care to state this complete story to the reporters time after time, but apparently only portions of it registered with them.**

**On Color: It is my earnest hope that the FCC will find it in the public interest to promulgate quickly broad and sufficiently general standards for color so that this essential improvement may be developed naturally in the traditional American, free enterprise, non-monopolistic manner. The keener the competition the better. Furthermore compatibility, while desirable, certainly should not be the primary basis for a decision.**

**On Use of the UHF: I hope, too, that the Commission will approve at the same time standards for the immediate commercial utilization of a large number of channels in the ultra high frequency band so that a realistic nationwide competitive system of television may be developed. I regard it as tragic for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years.**

**On the Existing Freeze: The public interest requires an allocation of TV channels which will insure a national competitive system. When the proposed 42 UHF channels are allocated on a city by city basis throughout the nation and standards for their use promulgated there will remain no reason for continuing the present freeze on VHF licensing and, of course, it should then be lifted. The sooner that is done the better. But until a decision is made by the Commission on utilization and allocation of the ultra high frequencies, it would be shortsighted to lift the freeze on VHF licensing. Easily identified selfish interests are laboring day and night to lift the freeze now and nothing more. To lift the freeze without a definite plan for the allocation and use of UHF channels would be both a scientific and economic absurdity.**

**I am handing a copy of this letter to each member of the Commission and releasing it to the press.**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# RATE CARDS

## NAB Asks Uniformity

"THE NEED for greater uniformity among television station rate cards is very real and very large," in the opinion of the Television Standardization Group, a subcommittee of the NAB Sales Managers Executive Committee, with Eugene S. Thomas, WOIC(TV) Washington, as chairman.

NAB's Broadcast Advertising Bureau has just completed for the group a study of rate practices of 75 TV stations which shows a general agreement with the radio practice of setting half-hour rates at 60% of the full hour rate and quarter-hour rates at 40%, but with considerable deviation from radio standards for periods of less than 15 minutes. No clear-cut industry pattern was found in announcement rates, which vary from 30% down to 8% of the hour rate.

There is no general agreement as to the correct number of time classes, the committee found, 19 stations having only one time class, 27 stations having two and 29 stations having three. Each group showed wide variations as to the relative charges for time under each class. Frequency discounts are allowed by 64 stations, some of which also have other discounts as do some of the stations not allowing discounts for frequency. Only one TV station allows no discounts at all. There was also considerable variation as to the discount rates.

The committee found equally varying practices regarding time and facilities charges, some stations combining air time, studio and film facilities and rehearsal time into a single one-charge package; others make extra charges for one or more of these items. A similarly wide variation was evident in the basis for calculating agency commissions whether on time charges only or on facilities as well.

## KFI-TV RATES

### Increase Effective Dec. 1

INCREASE in rates has been announced by KFI-TV Los Angeles, effective Dec. 1. Basing the increase on its delivered audience of over 140% since it began daytime programming March 1, station has upped minute announcement rates from $25 to $35; participations from $35 to $40; hour rates $170 to $210; half-hour, $100 to $125; quarter-hour, $60 to $80.

In advising advertisers of the advance, William B. Ryan, general manager, stated that the station would continue to base its rate card as originally set up on cost-per-1,000 delivered families "that advertisers can evaluate and buy TV by the same measuring sticks that they use for other advertising."

Six months protection will be given advertisers operating on present rate card.

**PARTICIPANTS and observers on hand for WSAZ-TV Huntington's dedicatory ceremonies marking commencement of regular program service last Tuesday included (l to r): Walker Long, secretary of WSAZ Inc., licensee; William Birke, associate publisher of the Huntington *Herald-Dispatch* and *Advertiser*, which control WSAZ Inc.; RCA President Frank M. Folsom; Marshall Rosene, general manager of WSAZ and WSAZ-TV; Col. J. H. Long, president of the radio company; Joseph H. McConnell, NBC president; Leonard H. Marks of Cohn & Marks, Washington counsel for WSAZ; John A. Kennedy, vice president of the stations, and Merle Pitts, WSAZ-TV transmitter engineer.**

* * *

# WSAZ-TV

## *Folsom, McConnell Attend Opening Event*

WSAZ-TV Huntington, West Virginia's first television station, commenced regular program service last Tuesday with a dedicatory ceremony including addresses by RCA President Frank M. Folsom, NBC President Joseph H. McConnell, Gov. Okey Patteson, and city and station officials.

Local live and network kinescoped features also were presented in the premiere programming by the $250,000 station, which is owned by the Huntington *Herald-Dispatch and Advertiser* and the John A. Kennedy radio interests. The station is presenting a regular schedule of about six hours daily at the outset.

WSAZ-TV is affiliated with the NBC, CBS, ABC, and DuMont TV networks. Pending completion of a network relay from Cincinnati, network shows will be presented via film. Studios are in the West Virginia Bldg.

Participants in the dedicatory program, in addition to the RCA and NBC presidents and the West Virginia chief executive, included Col. J. H. Long, president of WSAZ Inc. and one of the principal owners of the *Herald-Advertiser;* Capt. Kennedy, vice president of the stations; David Gideon of the newspaper ownership; Marshall Rosene, general manager of the AM and TV stations, and Lawrence H. Rogers 2d, manager of WSAZ-TV.

A special television edition was presented the preceding Sunday by the *Herald-Advertiser*, which reported 1,500 TV sets in use in the Huntington area and said this number is expected to reach 2,500 within six months.

WSAZ-TV started test patterns Oct. 14, just 58 days after construction was begun. Station is on Channel 5 (76-82 mc) and using its full authorized power of 12 kw visual and 8 kw aural at an antenna height of 590 feet. RCA equipment is used.

## Bell-Zenith Contract

ILLINOIS Bell Telephone Co. has signed a contract with Zenith Radio Corp., Chicago, extending telephone facilities to Zenith for upcoming Phonevision tests in the Chicago area. A duplicate of the contract has been filed with the FCC.

# HAMILTON WATCH

## Xmas Drive On Video

HAMILTON WATCH Co., Lancaster, Pa., will use two five-minute films on television and a 20-minute live video show for a pre-Christmas advertising campaign at an estimated weekly budget of $41,000.

The two five-minute films will be placed on 30 stations in 16 markets, produced by Screen Gems.

The commercials mark a departure in the field of television advertising, in that they use a direct translation of the company's previous years' printed media ad to the television screen. The films are basically an entertainment program, the first four minutes of each being devoted to a dramatic story with the last 30 seconds devoted to the commercial.

The 20-minute show will be telecast on New Year's Eve from Times Square, New York, featuring Paul Winchell and his dummy, Jerry Mahoney. The program will be telecast 11:45 p.m. to 12:05 a.m. on 26 NBC-TV stations. Chet Kudesza will produce the show.

BBDO, New York, is the agency.

## Music Meet

NAB PROGRAM COMMITTEE on TV Music will meet with representatives of ASCAP tomorrow (Nov. 22) to renew negotiations for licenses covering the use of ASCAP music on TV programs.


**BROADCASTING • TELECASTING**

**READ**

*by more agency-advertiser executives than any other radio or TV journal*

**$7.00 includes 52 weekly issues and the 1950 Yearbook.**

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

**BROADCASTING • TELECASTING** NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

# Telestatus

## October Advertisers Gain

(Report 86)

THE TELEVISION industry in October recorded its largest monthly gain in number of advertisers. Between September and October 354 accounts were added, bringing last month's total to 1,891.

Substantial gains were reflected in network, spot and local business. All but one fully reporting market increased the number of advertisers and here only one account was lost from the total column. Three of the TV networks showed gains for the month with the fourth retaining the same number of advertisers it had in September. There were 82 reporting stations in 47 markets, a gain of six stations and four markets.

This information is based on figures supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network figures cover all stations for the entire month and are obtained from the networks' headquarters in New York. Information on spot and local business is reported by individual outlets and covers the test week of Oct. 2-8. Two stations did not report spot and local business.

The ranks of network advertisers gained 17 accounts from September, bringing the October total to 76. These advertisers sponsored 92 shows on the four networks as compared with 71 in September. CBS made the greatest gain in sponsors with 11 new accounts bringing its total to 32. NBC, which gained nine advertisers, also had 32. A gain of three accounts brought the ABC total to 18 while DuMont retained its seven different advertisers. (When an advertiser sponsors more than one program on a given network he is counted only once in the total for that network. However, if he sponsors programs on two or more networks he is counted once for each network.)

### Crosley Tops List

On the basis of stations used, Crosley Div. of Avco Mfg. Co. topped the network list of new business. The firm returned *Who Said That?*—which had been on hiatus in September—to 46 stations. The show is seen on NBC-TV, Saturday, 9-9:30 p.m. Crosley also added the half-hour *This Is Show Business* seen Sunday, 7:30-8 p.m., on CBS-TV. The program runs on alternate weeks and is scheduled for 46 stations. Lever Bros., new to network television, has placed *The Clock*, Wednesday, 8:30-9 p.m., on 40 NBC-TV affiliates. Third place for number of stations bought by new advertisers—accounts which did not place any network TV business in September—goes to Pabst Sales Co. (Pabst beer) which placed *The Life of Riley*, Tuesday, 9:30-10 p.m., on 37 NBC-TV outlets.

Many schedule revisions were noted between the two months with most of the advertisers adding stations. Several accounts which were active in September with one show added a second program in October. There were 55 agency offices handling TV network business.

Leading market in the number of network accounts was New York which recorded 76 different advertisers (Table 1). Following in order were Philadelphia, 74; Baltimore, 73, and Washington 72.

Spot business took a nice jump for the month, going from 337 advertisers in September to 399 in October for the reporting stations. There were 96 newly active accounts for the month, the difference being due to accounts dropped. Activity was confined mostly to advertisers using from one to three stations. Ironrite Ironer Co. was the biggest new spot advertiser in October from the standpoint of stations used. The firm placed schedules on eight stations in as

*(Continued on Telecasting 15)*

* * *

**TABLE I**

**NUMBER OF ADVERTISERS BY MARKETS**

| Markets Covered | Number of Reporting Stations | Network | Nat.-Reg. Spot | Local | October Total | September Total | Gain or (Loss) |
|---|---|---|---|---|---|---|---|
| Albuquerque | 1 | 5 | 1 | 2 | 8 | 4 | 4 |
| Atlanta | 2 | 26 | 19 | 42 | 87 | 68 | 19 |
| Baltimore | 3 | 73 | 36 | 61 | 170 | 146 | 24 |
| Birmingham | 2 | 12 | 5 | 22 | 39 | 26 | 13 |
| Boston | 2 | 66 | 54 | 34 | 154 | 120 | 34 |
| Buffalo | 1 | 41 | 29 | 48 | 118 | 97 | 21 |
| Charlotte | 1 | 9 | 6 | 10 | 25 | 17 | 8 |
| Chicago | 4 | 67 | 71 | 72 | 210 | 156 | 54 |
| *Cincinnati | 2 | 48 | 16 | 23 | 87 | 95 | (8) |
| Cleveland | 2 | 61 | 39 | 31 | 131 | 106 | 25 |
| Columbus | 3 | 48 | 32 | 42 | 122 | 66 | 56 |
| *Dayton | 1 | 48 | 11 | 19 | 78 | 81 | (3) |
| Detroit | 3 | 66 | 45 | 53 | 164 | 139 | 25 |
| Erie | 1 | 39 | 11 | 48 | 98 | 76 | 22 |
| Ft. Worth-Dallas | 2 | 14 | 18 | 18 | 50 | 41 | 9 |
| Grand Rapids | 1 | 17 | 3 | 17 | 37 | 25 | 12 |
| Greensboro | 1 | 5 | 2 | 10 | 17 | | 17 |
| Houston | 1 | 17 | 15 | 70 | 102 | 28 | 74 |
| Indianapolis | 1 | 19 | 12 | 14 | 45 | 36 | 9 |
| Johnstown | 1 | 7 | 6 | 8 | 21 | | 21 |
| Lancaster | 1 | 34 | 14 | 31 | 79 | 65 | 14 |
| Los Angeles | 7 | 33 | 72 | 130 | 235 | 193 | 42 |
| Louisville | 1 | 18 | 14 | 12 | 44 | 35 | 9 |
| Memphis | 1 | 20 | 10 | 24 | 54 | 42 | 12 |
| Miami | 1 | 13 | 6 | 34 | 53 | 45 | 8 |
| Milwaukee | 1 | 46 | 25 | 43 | 114 | 93 | 21 |
| Minn.-St. Paul | 2 | 25 | 24 | 26 | 75 | 55 | 20 |
| New Haven | 1 | 40 | 27 | 18 | 85 | 63 | 22 |
| New Orleans | 1 | 17 | 15 | 12 | 44 | 33 | 11 |
| New York | 6 | 76 | 89 | 37 | 202 | 178 | 24 |
| Oklahoma City | 1 | 11 | 7 | 14 | 32 | 21 | 11 |
| Omaha | 2 | 16 | 6 | 17 | 39 | 18 | 21 |
| Philadelphia | 3 | 74 | 67 | 70 | 211 | 163 | 48 |
| Pittsburgh | 1 | 37 | 16 | 22 | 75 | 61 | 14 |
| Providence | 1 | 34 | 19 | 3 | 56 | 39 | 17 |
| Richmond | 1 | 39 | 9 | 9 | 57 | 44 | 13 |
| Rochester | 1 | 35 | 8 | 13 | 56 | 36 | 20 |
| Salt Lake City | 2 | 13 | 4 | 40 | 57 | 50 | 7 |
| San Diego | 1 | 11 | 8 | 15 | 34 | 28 | 6 |
| San Francisco | 2 | 23 | 20 | 23 | 66 | 56 | 10 |
| Schenectady | 1 | 42 | 13 | 20 | 75 | 56 | 19 |
| Seattle | 1 | 23 | 9 | 16 | 48 | 32 | 16 |
| St. Louis | 1 | 49 | 20 | 13 | 82 | 69 | 13 |
| Syracuse | 1 | 14 | 7 | 9 | 30 | 31 | (1) |
| Toledo | 1 | 31 | 16 | 46 | 93 | 82 | 11 |
| Washington | 4 | 72 | 35 | 63 | 170 | 137 | 33 |
| Wilmington | 1 | 30 | 5 | 12 | 47 | 37 | 10 |

* One station not represented in this issue.

## Weekly Television Summary

### Markets, Stations and Sets Per Market

Based on Nov. 21, 1949, BROADCASTING Survey

| City | Outlets On Air | Number Sets | Source of Estimate |
|---|---|---|---|
| Albuquerque | KOB-TV | 700 | Station |
| Atlanta | WAGA-TV, WSB-TV | 18,500 | Distributors |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 100,036 | TV Circ. Comm. |
| Binghamton | ..... | 400 | Wholesalers |
| Birmingham | WAFM-TV, WBRC-TV | 6,500 | Dealers |
| Bloomington | WTTV | 300 | Dealers |
| Boston | WBZ-TV, WNAC-TV | 172,276 | TV Comm. |
| Buffalo | WBEN-TV | 44,132 | Buff. Elec. Co. |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 250,000 | Station |
| Charlotte | WBTV | 7,800 | Distributors |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 44,000 | Distributors |
| Cleveland | WEWS, WNBK | 101,358 | West. Res. U. |
| Columbus | WBNS-TV, WLWC, WTVN | 20,750 | Distributors |
| Dallas, Ft. Worth | See Ft. Worth-Dallas listing. | | |
| Davenport* Quad Cities | WOC-TV | 3,315 | Distributors |
| Dayton | WHIO-TV, WLWD | 23,800 | Stations |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 128,522 | Distributors |
| Erie | WICU | 14,700 | Station |
| Ft. Worth-Dallas | WBAP-TV, KBTV | 20,800 | Dist. & Deal. |
| Grand Rapids | WLAV-TV | 7,000 | Distributors |
| Greensboro | WFMY-TV | 6,531 | Distributors |
| Houston | KLEE-TV | 8,500 | Distributors |
| Huntington | WSAZ-TV | 2,038 | Distributors |
| Indianapolis | WFBM-TV | 11,200 | Dist. & Deal. |
| Jacksonville | WMBR-TV | 3,000 | Wholesalers |
| Johnstown | WJAC-TV | 5,000 | Distributors |
| Kansas City | WDAF-TV | 15,755 | Station |
| Lancaster | WGAL-TV | 15,974 | Dealers |
| Los Angeles | KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV | 251,041 | Rad. & Appl. Assn. |
| Louisville | WAVE-TV | 13,104 | Station |
| Memphis | WMCT | 9,910 | Distributors |
| Miami | WTVJ | 12,000 | Station |
| Milwaukee | WTMJ-TV | 50,115 | Distributors |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 41,300 | Stations |
| New Haven | WNHC-TV | 55,100 | Station |
| New Orleans | WDSU-TV | 7,500 | N. O. Pub. Serv. |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX | 875,000 | Stations |
| Newark | WATV | Incl. in N. Y. estimate | |
| Oklahoma City | WKY-TV | 11,587 | Distributors |
| Omaha | WOW-TV, KMTV | 8,603 | Distributors |
| Phoenix | ..... | 1,044 | Distributors |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 285,000 | Elec. Assn. |
| Pittsburgh | WDTV | 45,000 | Dist. & RMA |
| Portland, Ore. | ..... | 606 | Eng. Est. |
| Providence | WJAR-TV | 19,750 | Dealers |
| Richmond | WTVR | 16,845 | Distributors |
| Rochester | WHAM-TV | 11,287 | Distributors |
| San Diego | KFMB-TV | 12,750 | Station |
| San Francisco | KGO-TV, KPIX, KRON-TV | 15,000 | N. Cal. Elec. Assn. |
| Schenectady | WRGB | 38,000 | Distributors |
| St. Louis | KSD-TV | 57,600 | Union Elec. Co. |
| Salt Lake City | KDYL-TV, KSL-TV | 6,000 | Station |
| Seattle | KING-TV | 10,100 | Distributors |
| Syracuse** | WHEN | 15,104 | Distributors |
| Toledo | WSPD-TV | 25,000 | Dealers Assn. |
| Tulsa | KOTV | 2,028 | Station |
| Utica-Rome | ..... | 2,250 | Dealers |
| Washington | WMAL-TV, WNBW, WOIC, WTTG | 69,550 | TV Circ. Comm. |
| Wilmington | WDEL-TV | 19,305 | Dealers |
| Total Markets on Air 54; | Stations on Air 92; | | Sets in Use 3,020,066 |

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

• Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Directed by WHIO-TV's Catherine Steffan, and produced by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents. First television program for children produced in Dayton. Available for sponsorship. Contact your nearest Katz representative for details.

Affiliated with
The Dayton Daily News
and Journal-Herald.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

# WOR-TV FUTURE

## Outlook Good—Streibert

CONFIDENCE that WOR-TV New York would break even by the fall of 1950 and show profit in 1951 was expressed by Theodore C. Streibert, president of WOR New York and its video sister, at last Tuesday's meeting of the American Television Society.

Success probably will not come that early for originating stations of networks, he told members of the society gathered at New York's Park Sheraton Hotel. Those stations, he said, would require probably another year to become profitable operations. He did, however, include in his 1951 prediction WOIC (TV) Washington, also owned by Bamberger Broadcasting System, owner of the WOR stations.

Mr. Streibert saw radio operating and performing a definite public service as much as 30 years hence, explaining that such programs as news and music, to which TV doesn't add much, can best be handled by the AM medium. He pointed out that radio now earns one to three times its asset value each year, and that profits can drop a long way and still let stations operate at a 10% profit. The powerful, 50 kw stations will be strongest survivors, he predicted, with gradations of survival to unavoidable extinction for some. He did not see the present number of 2,000 AM stations operating when TV becomes a profitable medium.

### Urges Early Entry

Mr. Streibert advocated early ventures into video by radio stations. "There's an old axiom that pioneers in an industry usually lose money," he said, "and that one should 'buy in' after they lose out. This has proved fallacious in radio where facilities are scarce and limited. The same is true of TV."

He pointed out the advantages of developing video out of profits obtained from radio without investing additional capital. "WOR," he said, "is operating two TV stations from AM revenue."

Explaining WOR's operation of WOIC (TV) in Washington, Mr. Streibert said the venture was made some years ago with an eye to the capital's potential as an origination point for future MBS video network shows, but at the time, he said, the present freeze was not foreseen.

Discussing early problems of transmitter placement, he recalled proposals for a cooperative TV center in Queens, abandoned because of cost. He expressed regret the plan had not been adopted "because eventually it would have aided us all in operating efficiently."

Touching on studio space problems, Mr. Streibert told the group all that broadcasters know of their needs is that they need "more of everything." He outlined WOR-TV's compromise whereby it leased for five years half of ABC-TV's 66th St. property, and took for rehearsals and offices a structure adjacent to it. Mentioning the station's purchase of a square block of land between 68 St. and 69 St. on Broadway to house future TV operations, he said, "We will construct sometime soon, but are not over-anxious to start until we know what we need."

Programming at WOR-TV, Mr. Streibert said, is based on the theory that large expenditures will not hasten the day of profit-making. Therefore the station is following the policies of only live programs for a minimum of five days a week, supplemented by a sports schedule.

He named as factors on which TV profits hinge—network expansion, more advertising and greater demand for sets. He felt that spot business is handicapped by the limited number of stations, most of them with dual affiliations, where time availabilities are scarce not only for advertisers, but for networks who wish to clear time for shows.

J. R. Poppele, WOR and WOR-TV vice president and chief engineer told members of an announcement "soon to be made to the press" of a streamlined production and monitoring program WOR-TV will institute in combined operation with RCA.

Julius F. Seebach Jr., vice president in charge of programming for both stations, revealed that WOR-TV, in accepting programs for showcasing by producers, is assuming that the producers are reimbursing talent for its service. He said that whereas the station could not afford expensive programming, it has made certain arrangements whereby producers receive a percentage of income derived from spots sold on their shows.

# KOTV (TV) TULSA

## Official Opening Set For Nov. 30

KOTV (TV), Tulsa, Okla.'s, first television station, will officially launch its career Nov. 30 with a star-studded dedication program, after which the station goes on a seven-day-a-week schedule.

Operating on Channel 6, KOTV (TV) will radiate 16.6 kw from its three bay antenna mounted atop Tulsa's highest building, the 28-story National Bank of Tulsa Bldg. Transmitter is located on the 14th floor and is linked by coaxial cable with the studios three blocks away. The main studio is 60' x 130' and the ceiling is over 20 ft. high. Station's equipment is RCA throughout.

One studio set includes a $7,000 custom built kitchen installed in cooperation with the Oklahoma Natural Gas Co. Equipment also will include an RCA-equipped remote truck with two field cameras. Station represents an investment of more than $400,000, according to KOTV (TV) officials.

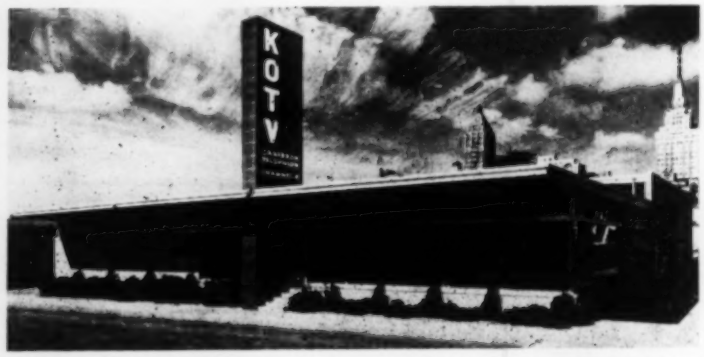
KOTV (TV) is owned and operated by George E. Cameron Jr., Oklahoma and California oil man, and includes the following personnel: Helen Alvarez, manager; John B. Hill, commercial manager; Ronald C. Oxford, program director; George G. Jacobs, chief engineer.

Miss Alvarez, who has been in Tulsa radio for several years, has been making a study of TV possibilities for the area and has visited major video stations throughout the nation. Mr. Hill is a former oil field supply sales executive. Program Director Oxford formerly was with KFI-TV Los Angeles. Prior to that he was with NBC for 10 years and was an NBC-TV producer-director for three years.

Mr. Jacobs is a veteran TV engineer, having worked on the installation of three other outlets—WBAL-TV Baltimore, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

KOTV (TV) is affiliated with five networks — ABC, CBS, DuMont, NBC and Paramount. Station started testing Oct. 15 and four days later telecast its first film program.

* * *




*Modernistic building housing studio and executive office of KOTV Tulsa. The three bay antenna can be seen on bank building at the extreme right.*

# Film Report

**A. F. FILMS Inc.** (Les Actualites Francaises), 1600 Broadway, New York, through **Rosalind Kossoff** has announced that producer-directors, **Paul Falkenberg** and **Lewis Jacobs**, will produce 10-minute film based on Lincoln's Gettysburg Address. Firm plans series of similar films based on important events in U. S. history. A. F. Films has world rights distribution to this series which will be available in February 1950. Firm has offices in Paris, Brussels, Cairo and Rio De Janeiro.

**United Productions of America**, Burbank, Calif., coincident with its sixth anniversary last week started five-day public display of industrial and entertainment cartoons for television. . . . "Crabapple-Smoked" Oysters will make their TV debut during holiday season (Nov. 12 through Dec. 15) in four markets. Hors-d'oeuvre novelty packed by **E. H. Bendiksen Co.**, Ocean Park, Wash. is done up in holiday gift boxes and stocked by delicatessens and department stores. Account placed through **Botsford, Constantine & Gardner**, Seattle, with **John Heverly** as account executive, will use KFI-TV Los Angeles, KPIX(TV) and KRON-TV San Francisco, WGN-TV Chicago and KING-TV Seattle. film stock, firm claims. Labor and with animated and live action, produced by **Criterion Films**, Seattle, and allows for dubbing-in of local five-second "where to buy it" tag for retailer in each city.

* * *

**Film Assoc. Inc.**, 440 E. Schnatz Ave., Dayton, Ohio, filming seven experimental TELESKITS for **Frigidaire Div., General Motors.** Spots one and two minutes in length spotlight Frigidaire electric range, refrigerator, washer, drier and ironer. Mr. Ralph Cain of Frigidaire worked with Film Assoc. on development of commercials on film. Plans afoot to start several more spots using live action and animation for demonstration of Frigidaire laundry over TV, firm says.

Reduced production costs of TV and motion picture films are promised by **Fairchild Recording Equipment Corp.**, 154th St. & 7th Ave., Whitestone, N. Y., with development and adoption of synchronous magnetic tape recorder and playback soundtracks. Savings of at least $50 per hour are effected by use of standard ¼" magnetic tape instead of emulsion coated acetate film stock, firm claims. Labor and time costs are less because of speed up of production by instantaneous playback sound tracks. CBS-TV is using two such recorders developed by Fairchild. Equipment was shown at recent annual convention Audio Engineering Society.

## Telestatus

*(Continued from Telecasting 12)*

many markets, according to Rorabaugh. Metal Tile Products Inc. and Norcross Co. both started on seven stations and the Wander Co. placed schedules on six outlets.

As was the case in network TV, many spot advertisers that were active in September increased their schedules in October. Schick Inc., which started on three stations in September, increased to 32 in October. General Foods Corp. upped its roster of stations by 15 and Studebaker Corp., which started on one station in September, now places business on 14 outlets.

New York also leads in spot business with 89 different advertisers on its stations. Los Angeles was the second most active spot business town, Rorabaugh reporting 72 advertisers for October. Chicago and Philadelphia followed with 71 and 67 accounts, respectively.

There were 297 agency offices, an increase of 54 from September, which placed business for the 399 different spot accounts.

Local business, which accounted for the greatest number of new advertisers, increased by 275 from September, an all time record in this class. There were 1,416 different advertisers reported active locally.

With 130 different local accounts, the seven-station Los Angeles market was by far the strongest city in this field. Chicago placed second with 72. In a tie for third place, having 70 local accounts each, were Houston and Philadelphia. Houston is a single station market.

Greatest gain in total number of accounts was recorded by Houston with 74. Of these 65 were local, six network and three spot. Columbus, Ohio, which went from a one- to three-station market, showed a gain of 56 accounts. There were 54 new advertisers which became active in Chicago, and Philadelphia increased its roster by 48.

Market with the greatest number of accounts was Los Angeles which recorded 235 for October. Philadelphia had 211 followed by Chicago and New York with 210 and 202, respectively. These are the first four cities to show over 200 different advertisers during one month.

In the over 100 accounts classification, three new cities were added: Columbus, 122; Milwaukee, 114, and Houston, 102. In October there were 13 markets, 27.6% of those reporting, which had over 100 different active advertisers.

Food & Food Product advertisers continued as the predominant users of television in October with 296 active accounts (Table II). Of these, 195 were local, 92 spot and 9 network. Second most active classification was Automotive, Automotive Equipment & Accessories which claimed 241 advertisers. In the field of Household Equipment, Furnishings & Supplies there were 205 accounts, and 202 organizations used television to sell Radios, TV Sets, Phonographs, Musical Instruments & Accessories. Emphasis in this classification continued to be on the sale of TV sets and accessories.

### Tie for Those Places

On the networks there was a tie in first, second and third places for the number of active accounts. Automotive, Automotive Equipment & Accessories and Food & Food Products lead with nine accounts each. In second place, with eight different sponsors each, were Smoking Materials and Toiletries. Gasoline, Lubricants & Other Fuels and Household Furnishings, Equipment & Supplies each had seven active advertisers.

In the spot field, Beer & Wine advertisers lead with 103 accounts. There were 92 Food & Food Products accounts active and in third place Confectionary & Soft Drinks had 29 different advertisers.

Locally, Automotive, Automotive Equipment & Accessories headed the list with 218 accounts. Food & Food Products had 195 and 189 local Radio & TV firms were active.

* * *

**TABLE II**

| | Network | Spot | Local | Total |
|---|---|---|---|---|
| 1. Agricultural & Farming | .. | 2 | 2 | 4 |
| 2. Apparel, Footwear & Access. | 4 | 16 | 89 | 109 |
| 3. Automotive, Automotive Equipment & Accessories | 9 | 14 | 218 | 241 |
| 4. Beer & Wine | 4 | 103 | 9 | 116 |
| 5. Building Materials, Equipment & Fixtures | .. | 1 | 61 | 62 |
| 6. Confectionary & Soft Drinks | 3 | 29 | 21 | 53 |
| 7. Consumer Services | .. | 4 | 93 | 97 |
| 8. Construction & Contractors | .. | .. | 13 | 13 |
| 9. Drugs & Remedies | 1 | 6 | 13 | 20 |
| 10. Entertainment & Amusements | .. | .. | 25 | 25 |
| 11. Food & Food Products | 9 | 92 | 195 | 296 |
| 12. Gasoline, Lubricants & Other Fuels | 7 | 12 | 12 | 31 |
| 13. Horticulture | .. | .. | 8 | 8 |
| 14. Household Furnishings, Equipment & Supplies | 7 | 28 | 170 | 205 |
| 15. Industrial Materials | .. | 1 | 5 | 6 |
| 16. Insurance, Banking & Real Estate | 1 | 3 | 58 | 62 |
| 17. Jewelry, Optical Goods & Cameras | 4 | 8 | 29 | 41 |
| 18. Office Equipment, Stationery & Writing Supplies | 1 | 6 | 7 | 14 |
| 19. Publishing & Media | 1 | 3 | 25 | 29 |
| 20. Radios, TV Sets, Phonographs, Musical Instruments & Access. | 5 | 8 | 189 | 202 |
| 21. Retail Stores & Shops | .. | .. | 82 | 82 |
| 22. Smoking Materials | 8 | 12 | 4 | 24 |
| 23. Soaps, Cleansers & Polishes | 2 | 16 | 6 | 24 |
| 24. Sporting Goods & Toys | 1 | 1 | 16 | 18 |
| 25. Toiletries | 8 | 17 | 8 | 33 |
| 26. Transportation, Travel & Resorts | .. | 7 | 11 | 18 |
| 27. Miscellaneous | 1 | 10 | 47 | 58 |
| TOTAL | 76 | 399 | 1,416 | 1,891 |

**OPENING three-day video show and exhibition Nov. 7, marking the beginning of WOAI-TV San Antonio's test period, are (l to r): Ed Sweeney, show chairman; Harry Roper, president of Appliance Assn. of San Antonio, co-sponsor; Hugh A. L. Halff, WOAI-TV president and Dick Perry WOAI-TV m.c. Event proved to be biggest show in town with attendance estimated between 25,000 and 30,000.**

* * *

# WOAI-TV FARE

### 3-Day Preview Marks Test

THREE-DAY television show and exhibition, which marked the opening of WOAI-TV San Antonio's test period, won wide acceptance among visiting viewers and a rush for purchase of TV sets from dealers, the station has reported. WOAI-TV begins regular programming sometime next month.

The TV preview, held Nov. 7, 8 and 9 under the sponsorship of WOAI-TV and Appliance Assn. of San Antonio in cooperation with dealers and distributors, was telecast from the city's Alamo Stadium and relayed to screens of 60 different set models circling the arena, and to sets in private homes and public places, according to the station.

Hugh A. L. Halff, president and general manager, WOAI-AM-TV, opened the show. J. R. Duncan, TV program director, supervised TV portion of the three-day event from station's mobile unit outside the gymnasium. Local amateur and professional talent appeared before cameras daily from 3 to 6 and 7 to 10 p. m.

Affiliation with ABC Television Network was announced last week by WOAI-TV. Station also has contracted with CBS-TV [BROADCASTING, Nov. 7]. WOAI-TV, assigned Channel 4, is owned and operated by Southland Industries Inc.

Station has issued its first rate card, effective Dec. 1. Card is based on hourly rate of $200.

Station which began test patterns Nov. 7, also has adopted a new postage meter stamp which shows a drawing of a TV camera and station's call letters and channel. Both rate card and stamp make use of red printing. Station received telephone calls from viewers as far away as 88 miles—all reporting excellent reception—on first day of tests.

# NATIONAL COMMITTEE

### *RMA Proposes To FCC*

FORMATION of an industry-wide National Television System Committee, to be spearheaded largely by Radio Mfrs. Assn., is urged in a plan authorized last week by RMA for FCC's consideration in the current color controversy.

Action was taken by the association's board of directors Wednesday at the concluding session of the three-day industry conference in New York (see separate story). Plan will be submitted to FCC through RMA's Television Committee.

The proposed group would comprise top television and electronics engineers delegated to:

(1) Present technical data relative to allocation of UHF frequencies and lifting of the "freeze" on VHF allocations, and

(2) Recommend basic standards for future development of color television.

RMA offers to initiate and finance the engineering study, similar to one undertaken in 1941, with engineering representation from all branches of industry. These would include non-RMA companies, broadcasting interests and qualified technical firms.

FCC will receive regular progress reports, RMA said, and will be invited to send representatives to all committee sessions.

Raymond C. Cosgrove, RMA president, pointed out that black-and-white standards were drafted and recommended in 1941 by a Television System Committee and formulated by the industry to provide a service "which has met with the approval of the public and which has permitted steady growth and improvement in the art of television."

A similar procedure for color television "will have equally constructive results," RMA feels.

# Is TV a pretty picture in Philadelphia?

On WCAU-TV it's a mighty sweet picture.

Take the popularity of local programs. In the month of September, 1949*, WCAU had all 5 of the 5 top daytime shows. Two of the top 5 nighttime shows. All 5 of the top 5 Sunday shows. Of all the local shows it rated 6 of the top 10 and, for the nighttime viewing in Philadelphia, WCAU ranked first in average quarter-hour ratings.

And the city itself is not to be passed over lightly. It's the third largest city in the country. It's second in number of TV receivers. And even more important to you, its audience has almost trebled since February, 1949.

Philadelphia is a TV center. WCAU-TV is in the center of Philadelphia. With its transmitter located at the hub of the market, it gives its strongest signal and best picture where density of population is the greatest.

*September Telepulse.

**WCAU** TV AM FM
CBS Affiliate
The Philadelphia Bulletin Stations

Telecasting
Insert
Pull Out for Filing

# Production

## FCC PROPOSES

### Grants WCUM, Denies Vulcan

INITIAL decisions were reported by FCC fortnight ago to grant WCUM Cumberland, Md., power boost on 1490 kc from 100 w to 250 w and to deny new station application of Vulcan Broadcasting Co., seeking 250 w fulltime on 1490 kc at Birmingham, Ala.

In the WCUM ruling by Hearing Examiner Leo Resnick, the decision concluded that substantial gains in local coverage outweighed some daytime interference to the fringe area of WARD Johnstown, Pa. This interference area was found to be 13 to 15 miles from Johnstown, while coverage gains both day and night for WCUM were found to be in the immediate Cumberland area.

Initial ruling on the Birmingham case, made by the Commission, found that the application did not include sufficient information concerning proposed program service, populations to be served, coverage areas and whether station would meet requirements of engineering standards. The Vulcan application was filed conditioned upon WTNB Birmingham relinquishing 1490 kc, but this has been delayed because of litigation surrounding WTNB's Dec. 1947 grant to change facilities. The Vulcan bid was set for hearing but the firm asked for consideration on merits without hearing.

Vulcan Broadcasting is partnership composed of Walter Ervin James, former FCC attorney, and George Mattheson Jr., president Woodstock Slag Corp., Birmingham.

## DIRECTORS GUILD

### Will Seek Pay Increases

SALARY INCREASES will be sought by the Radio and Television Directors Guild in negotiations with all networks beginning Nov. 28. Negotiations for two contracts, one covering radio directors and the other television directors, will be undertaken at the same time. Present contracts at ABC, CBS and NBC expire Dec. 31.

Among other demands RTDG is expected to make are: abolition of 25% kickback on commercial fees; demand for commercial fees for local as well as network television shows; minimum daily call-in pay of five hours for TV directors, similar to present AM director's clause.

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WORLD Broadcasting System will record set of songs by Helen Forrest for its transcribed library service.

**DEAN SHAFFNER**, for past five years with Biow Co., New York, as radio and television research director, joins sales presentations department of ABC as writer. Previously he was with C. E. Hooper Inc., and Crossley Inc., as production manager on research projects.

**GORDON GRAY** joins KAYX Waterloo, Iowa, as program director. He was formerly with WWXL Peoria, Ill., KECK Odessa, Tex., and KSIL Silver City, N. M. **BARBARA GRAY**, Mr. Gray's wife, appointed to KAYX continuity staff.

Mr. Gray

**JON GNAGEY** joins WBAL-TV Baltimore as artist-m.c. of *How Do You Doodle?* show.

**DON LLOYD**, announcer; **BOB BYRD**, vocalist and disc jockey, and **BERNARD BAKER**, colored disc jockey, join staff of WHHT Durham, N. C.

**LIN MASON**, former production manager at WKRC Cincinnati and before that program director for WING Dayton, joins WLWT (TV) Cincinnati as program director. He served as general manager of Transcription Sales in New York and Hollywood from 1945 to 1947.

**WALLY NELSKOG**, former disc jockey with KING Seattle, joins KRSC same city as m.c. of *Wally's Music Makers*, 3¾ hour program of recorded music.

**MARGARET FOWLER** named script girl on CBS *Edgar Bergen-Charlie McCarthy Show*.

**GEOFF. GORDON** transferred to talks department of Canadian Broadcasting Corp., Toronto, from press and information department. Before going to CBC Toronto, he was with news department of CBH Halifax.

**ROBIN BRIGHT**, with WKLO Louisville for past year, joins WIRE Indianapolis, effective Nov. 26.

**JOHNNY THOMPSON**, currently appearing in Broadway production, "Miss Liberty," joins WJZ New York as vocalist with his own five-a-week show.

**KEN MacCLELLAND**, motion picture scenic designer, signed as art director of CBS-TV *Ed Wynn Show*.

**HARVEY DOBBS**, freelance Toronto commentator, joins CHUM Toronto to do two hour daily afternoon disc show. He formerly was with CFCH North Bay, CJCB Sydney, and CHML Hamilton.

**H. G. LAWRENCE**, formerly with Liberty Music Shops, New York, joins WQXR New York as assistant to **ANN CORNISH**, director of recorded music.

**CLAUDE CASEY**, vocalist for WBT Charlotte, N. C., receives featured singing role in "Square Dance Jubilee" motion picture scheduled for release in December by Screen Guild.

**MARY WILSON**, commentator for WTTM Trenton, N. J., christened new XC-123 transport plane prior to its initial test flight last month.

**TED MACK**, m.c. of ABC's *Original Amateur Hour*, presented with decree making him "Ambassador Extraordinary of the Duchy of Duluth" by Victor F. Ridder, newspaper publisher.

**PETE WAMBACH**, disc jockey for WCMB Lemoyne, Pa., selected "Smile Champion" by Optimists Club of Harrisburg.

**JEANNE GRAY**, KMPC Hollywood commentator, named chairman of Radio Committee of Women's Div. of Los Angeles Chamber of Commerce.

**RAY DIETRICH**, NBC producer, is the father of a boy, Mike, born Nov. 10.

**TED JAFFEE**, announcer at WMCP (FM) Baltimore, and **ANITA CONBOY** of *Mary Landis Show* at WBAL-TV same city, have announced their marriage.

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KXOA Sacramento moves into its own building in North Sacramento. Address is P. O. Box # 94, North Sacramento.

## BURGMAN GUILTY

### May Face Death Sentence

FORMER wartime Nazi broadcaster, Herbert J. Burgman, faces a possible death sentence following a "guilty" verdict handed down last Tuesday by a federal district court jury. He was found guilty of 13 overt acts of treason. His sentence will be imposed at a later date.

Mr. Burgman, a former American embassy clerk in Berlin, was convicted for wartime broadcasts which the government charged he made under the name "Joe Scanlon" for the purpose of creating disunity among the Allies and dissension in the U. S. James J. Laughlin, who along with William Owen served as defense attorneys, announced he would file an appeal.

## Jack Murray

JACK MURRAY, 43, president of Jack Murray Ltd., radio production firm, Toronto, died at Toronto General Hospital Nov. 11, after a lengthy illness. He started his radio career in 1930 at former CKCL Toronto (now CKEY) as a sports announcer and salesman. In 1933 he moved to CFCO Chatham as commercial manager, and from there to radio director of Tandy Advertising Agency, Toronto. In 1940 he formed his own firm. He is survived by his wife and a son.


time buyer finds Service-Ads helpful...

"When I'm making my initial screen of stations in a particular market and getting the technical data I need from STANDARD RATE," says the Time Buyer in a large Chicago agency, "I check all the ads that appear, too."

Service-Ads, like WIBX's, for example, are particularly useful to Time Buyers. They supplement and expand the SRDS station listings with additional information that helps buyers buy.

**Note to Broadcasters:** The SPOT RADIO PROMOTION HANDBOOK reports what radio advertisers and their agencies want to know about stations and where they get such information. If you don't have a copy, order one from us. The price: $1.00.

*The SRDS Television Section is now published monthly in a separate volume.*

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK · SAN FRANCISCO · LOS ANGELES

# Promotion

SIX weekly contests will culminate in grand prize awards for six winners of Gatewood Safety Contest for children listeners to *Uncle Wally Reads the Funnies* on WIRE Indianapolis. Each Sunday, one line of two line slogan concerning traffic safety is given on show, and listeners must send in second line before end of following week. Slogan must be accompanied by wrappers from Gatewood product, sponsor of program. Christmas party to which admittance is gained by presentation of labels will be scene of awarding of prizes.

### Like Wild Strawberries

CHARMING book beginning, "Ever try to describe the flavor of a wild strawberry?" has been mailed to trade by NBC-TV on behalf of *Kukla, Fran and Ollie*, seen at 7 p.m. (EST), Monday through Friday. Book contains colored drawings of program's characters and an illustration from *Alice in Wonderland*, which program is said to resemble. Text of book describes difficulty confronting those who attempt to explain charm of show and concludes, ". . . you will be far too wise to attempt to describe the enchantment of *Kukla, Fran and Ollie*. Might as well try to catch in words the flavor of a wild strawberry." Quotes from various radio critics concerning program are also included.

### Promotion Survey

RED, blue and white folder points up promotion used by WPEN Philadelphia on behalf of its sponsors and programs. Pictures of billboards, car cards, store and truck posters, menu cards and merchandise bags, all prominently featuring station's call letters, make up bulk of folder. Examples of giant postcards, over three million of which have been sent to listener's homes by station, are pictured. High Hooperating of WPEN is given and list of some of station's local advertisers concludes bulletin.

### Triple Promotion

TRIO of promotional pieces mailed to trade by WHBY Appleton, Wis., includes two-page Mimeographed newsletter detailing successes of several sponsors and station information. Map of station's area is found on another piece along with further statistics concerning WHBY's coverage. Third bulletin features pictures of station and network talent with listing of popular shows and their time of airing. Station is affiliated with MBS.

### Monthly Bulletins

HEAVY sales promotion by KCBS San Francisco includes publication of monthly bulletins for direct mail distribution concerning *Housewives' Protective League* and *Starlight Salute*, participating programs aired by station daily. Folders tell story of programs and list products participating. Initial mailing list includes more than 2,200 wholesalers and retailers in San Francisco Bay Area.

### WCOP Letter

LETTER sent by WCOP Boston to nearly 1,000 cafes, taverns, markets, package stores, restaurants, social clubs, diners, tap rooms, delicatessens, etc., tells of successful use of WCOP-AM-FM by Beverwyck Breweries. Information concerning Beverwyck's increased sales is given, and readers are urged to try WCOP for immediate sales results. Letter is signed by Coleman F. Cody, assistant merchandising manager.

### Hockey Promotion

POCKET-size folded card distributed to trade contains schedule of Cleveland Barons hockey games carried by WJW-AM-FM and WEWS(TV) Cleveland. Cover of folder shows picture of hockey player, while back has advertisement for Pilsener Brewing Co., Cleveland, sponsor of hockey-casts.

### Season's Greetings

EARLY IN November national advertisers and agencies received Christmas card from CHAB Moose Jaw, Sask. Card, bit ahead of season, had attached list of programs available for sponsorship during late November and all of December, as well as latest daytime telephone survey on CHAB.

### Personal Contacts

PRIOR to return of *Dr. Paul* daytime program to KFI Los Angeles, Dave Hatfield, who plays Dr. Paul, made visits to many Southern California wholesale food distributors. Dressed as a doctor, Mr. Hatfield gained entry to buyer's offices by saying, "I have a prescription for Mr. ———." Prescription, written on personalized prescription blank, read, "For more sales during 1949 and 1950, stock and stack plenty of Wesson Oil and Snowdrift shortening, to be profitably sold for you by *Dr. Paul* heard over KFI Monday through Friday . . ." Wesson Oil and Snowdrift sponsor show.

### Audience Report

GREY, gold and black folder contains audience report of WDOD Chattanooga, Tenn. Report is reprint of BMB study No. 1 concerning WDOD. Coverage map of station's daytime and nighttime audiences is illustrated and complete statistics are included.

### D.C.'s Sesquicentennial

FIRST major step by radio in covering sesquicentennial celebration of nation's capital in 1950 was presented recently in half-hour feature, *This Is Your Freedom Fair*, by Continental FM network. Program was prepared by Sherman Butler and Haywood Meeks at WASH(FM) Washington. Highlights included interviews with Edward Boykin, sesquicentennial director, and Robert Fowler, public relations director for the celebration.

### Attractive Ad

DOUBLE-page advertisement was run by WCAE Pittsburgh in local paper on day following local election when paper's circulation was high. Ad featured pictures of local and network talent with drawings across top of pages appropriately illustrating "Morning, afternoon or night . . . there's always good listening on WCAE." Three columns of daily show highlights, followed by daily listings of top evening shows make up middle of pages. WCAE is an ABC affiliate.

### Personal Appearance

DEPARTURE from usual showmanship in merchandising was made Nov. 2 by McCoy's Radio & Appliance Store, Washington, sponsor of Bob Wolff's *Fifth Quarter* program over WMAL-TV Washington (Sundays, following afternoon football). Mr. Wolff and two Washington Redskins linemen appeared at store where two players collected all last-minute entries for McCoy-Motorola football contest. After collection of entries, Mr. Wolff presented each player with a tie from an exclusive men's shop. Winner of each week's contest is announced and presented in person on *Fifth Quarter* program. Awards include a Motorola radio and ticket to pro basketball game.

### Personnel

**DALE CHRONICLE**, formerly program director of KBRL McCook, Neb., appointed promotion manager for KAYX Waterloo, Iowa. He also was previously with KTKN Ketchikan, Alaska, and KODL The Dalles, Ore.

**TED OKON** appointed director of publicity and promotion for WDTV (TV) Pittsburgh. He was formerly with J. P. Harris Amusement Co., Pittsburgh, in promotion department.

**URSULA HALLORAN**, assistant trade editor in the NBC press department, promoted to column editor. She joined NBC in March of this year. She had been an advertising copywriter for Gimbel's department store in Pittsburgh, and before that did publicity and promotion for Golden Bough Playhouse in Carmel, Calif.

**RON FRASER** promoted from supervisor to director of press and information services of Canadian Broadcasting Corp., with offices at Toronto. He will be in charge of all CBC domestic, French-language and international press and information services.

**MARGARET FREY**, promotion assistant at KOMO Seattle, named secretary of Junior Ad Club, that city.

## Radio Fellowships

RECIPIENTS of fellowships in communications and other fields, awarded under the United Nations 1949 technical assistance program, have begun their studies in various countries, State Dept. has announced. UN program entails a $277,000 fund voted last year to afford high-level technical help. Communications studies include radio, telephone and telegraph, and other phases. Scientists and technicians from 25 countries were awarded 60 fellowships under the program.

## MONEY RAISER

### WBT's Cole Aids Hospital

FOLK in Alexander County, N. C., are going to have a hospital, thanks to Grady Cole, WBT Charlotte commentator and humorist, who was instrumental in the building becoming a reality. As a token of their recognition to Mr. Cole's efforts, the citizens are naming a hospital room after him.

It was Mr. Cole who brought the need of a hospital in the Blue Ridge Mts. area to the attention of his large radio audience. He then met with county leaders to discuss ways and means of getting action. Upshot of this meeting was a series of auctions, a barbecue and other events where the mountain folk put up their prized possessions for sales.

With only $16,000 needed to complete construction, another auction sale, publicized by Mr. Cole, will be held Nov. 26 at Taylorsville where the hospital is to be built. Through Mr. Cole's work in advertising the plight of the area, $100,000 has already been donated to the fund.

like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

*proves the best buy in*

DANVILLE, VA.

*is*

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

# REPRESENTING
# 192 YEARS of SERVICE
## TO THE
# Broadcast Industry

**L. E. (ED) PAMPHILON**
WALTHAM, MASS.
23 years in broadcasting and broadcast service including local station ownership, network and regional station operation, and field service. Served as Raytheon representative at WMAL-TV's recent record-breaking microwave pick-up of the Orange Blossom Festival. Address: Raytheon Manufacturing Company, 138 River Street, Waltham, Mass. Phone, Waltham 5-5860, Ext. 422.

**ADRIAN VAN SANTEN**
SEATTLE, WASHINGTON
Radio engineering training followed by ten years' experience covering radio, radar, broadcast, sound and communications. Now serves Raytheon broadcast customers in the Northwest. Address: 135 Harvard North, Seattle. Phone, Minor 3537.

**WARREN COZZENS**
Active in nearly every phase of the industry since 1938 — plus Navy service in radar and communications and broadcast experience in AM, FM and TV.

**BEN FARMER**
A "20 year man" with an excellent background including station ownership and operation, equipment design, production, sales and service.

Address: Cozzens & Farmer
720 Main Street, Evanston, Illinois
Phone, Davis 8-4800

**HENRY J. (HANK) GEIST**
NEW YORK, N. Y.
Literally "grew up" in broadcasting with 20 years' experience covering engineering phases of factory production, station layout, equipment installation and operation. Has contributed important development work in radio and TV relay, transmission, and antenna and audio system design. Address: 60 East 42nd St., N. Y. Phone, Mu 7-1550.

**EMILE J. ROME**
SAN FRANCISCO, CALIF.
Qualified "from the ground up" by wide experience as a radio and electronics instructor, inspector, procurement officer and field engineer. With Raytheon since 1944 as a sales engineer and district manager serving stations on the West Coast. Address: Raytheon Manufacturing Co., 49 California St., San Francisco. Phone, Sutter 1-0475.

**J. L. LOVETT**
WILMINGTON, CALIF.
A Raytheon district manager with 15 years' experience in broadcast and marine communications. FCC license holder since 1932. Address: Raytheon Manufacturing Co., P. O. Box 425, Wilmington, Calif. Phone, Terminal 4-1721.

**HOWARD D. CRISSEY**
DALLAS, TEXAS
22 years of radio broadcast experience including installation, maintenance and engineering. Thoroughly understands broadcasting problems encountered throughout the Southwest. Address: 414 East 10th St., Dallas 8, Texas. Phone, Yale 2-1904.

**W. B. (BUCK) TAYLOR**
CHATTANOOGA, TENN.
The "Radio Man" of the South. A veteran with 35 years of experience in early "wireless" and broadcasting in Southeastern areas. Your informal consultant on "40 meter" or 250 to 10,000 watt AM or FM broadcasting stations. Address: Signal Mountain, Tenn. Phone, 88-2487.

Back of dependable Raytheon broadcast equipment stands a dependable sales and service organization — alert, intelligent, familiar with every phase of Broadcasting. Each of these men has topped wide experience in station operation, engineering and management with long service on the Raytheon team. Together, they represent a combined experience of 192 years in broadcasting and are responsible for over 300 complete station installations. Strategically located throughout the country, they stand ready to serve you promptly, efficiently and to the best of their very capable ability.

**RAYTHEON**

*Excellence in Electronics*

**RAYTHEON MANUFACTURING COMPANY**

**Industrial and Commercial Electronic Equipment; FM, AM and TV Broadcast Equipment; Tubes and Accessories**

**WALTHAM 54, MASSACHUSETTS**

# BRAND NAMES

### Booklet on Radio Drive

BRAND NAMES Foundation Inc., New York, launching its first heavy institutional campaign via radio, has prepared a booklet of 25 spot announcements for use by stations in promoting brand-name buying, and the merit of brand-name advertising.

Distribution is being handled by the four major networks, who are forwarding the booklet, with descriptive letters from appropriate executives, to more than 1,200 of their affiliates. The foundation plans to issue four such booklets yearly, for use in 13-week cycles.

Submitted to the stations "on behalf of all radio sponsors," the booklet opens by informing broadcasters that the announcements tell radio's story—explain to listeners why American radio is the finest in the world.

"During recent years," the preface reads, "the brand-naming and advertising of products have not only been attacked by captious critics but also have been favorite targets for out and out collectivists. This collection of spots can help counter these attacks by telling your listening public of the contributions which a free, competitive system such as ours makes to their every-day lives in terms of good radio, a free press and better products at lower cost for more people."

# GAB MEETING

### Winter Session Jan. 17-18

THE WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 17-18 at the Hotel Dempsey, Macon, it was announced by GAB President Ed Mullinax.

Business up for discussion includes details on the forthcoming Georgia Radio Institute, sponsored each year by the GAB; talk by J. Ardell Nation, director of Boys' Estate, a project endorsed by the GAB, and a discussion of the current problems of the industry. According to Secretary Ben Williams, over 80% of Georgia's stations are members of the state association.

**THESE Massachusetts station executives, agency and sponsors' representatives were among the record turnout of more than 240 at the NAB District 1 meeting in Boston Oct. 31 and Nov. 1 [BROADCASTING, Nov. 7]: (clockwise from left) James D. Asher, WJDA Quincy; J. J. Murray, Ed Lloyd, and H. Roy Marks, all of WEEI Boston; T. A. Haffenreffer, Haffenreffer Breweries; Harold Cabot and James Summers, both of Harold Cabot & Co.; Vic Morgan, and Joseph Tobin, of WLYN Lynn, and Charles Curtin, Yankee Network.**

# 'THE SPOKEN SALESMAN'

### Radio Reaches Most People—Taylor

RADIO is the "spoken salesman" and that is its exclusive advantage as an advertising medium, O. L. (Ted) Taylor, president and general manager of Taylor Radio & Television Corp., told the Dallas Advertising League Nov. 4 luncheon in observance of National Radio and Television Week.

"Radio paints in people's minds brighter, better pictures than any advertiser can get from any printed medium or even from television," he said. While TV "is destined to become the most powerful influence on the lives of the American people," Mr. Taylor said, it has its economic and physical limitations. Television, he warned, must overcome an enormous merchandising and selling job before it reaches the point of "set penetration in the homes."

Mr. Taylor spoke on "Radio Advertising, 1950." The corporation he heads is licensee of KRGV Weslaco, Tex., and KANS Wichita; and he is president of KTOK Oklahoma City, executive director of KGNC Amarillo and KRGV, and also co-owner of Taylor-Borroff & Co., national representative firm.

There is not as much cause for concern, he said, at the level of the use of radio as an advertising medium as there is in station operations. He said it is plain fact that only a small percentage of the people can be reached through TV advertising today while radio is reaching a growing audience which "listens to the radio from one to 5¾ hours per day."

Radio, he emphasized, is still the most effective and most economical medium possible to reach the most people. The spoken word is the stellar attraction of radio and one that fits in with the needs of the retailer—radio's biggest customer, he pointed out.

Other advantages, he said, include the fact that radio talks to groups of people, to the busy housewife whose time is limited but thoughts are free, and to the automobile passenger.

The advantages of radio over printed, billboard and for the time being, TV advertising media, he explained, will be as true next year as it is today. "In radio," he concluded, "when you sell, you just plain sell. There is no competition for the listeners' attention. He can't hear anything but your message. If you paint him the proper picture you create the desire to buy."

Also on the luncheon program was the featured "battle of music" between Billy Mayo and his WFAA band and Hugh Fowler and his KRLD band. Both stations are in Dallas.

# CBC Agenda

NEW STATION applications and other business will be heard at the December meeting of the board of governors of the Canadian Broadcasting Corp., to be held at Ottawa, Dec. 5 and 6.

# ABC PROMOTION

### 12 Affiliates Win

TWELVE ABC affiliates have been adjudged winners in the network's sixth annual promotion review. Based on ballots returned to the network by ABC sponsors and their agencies, stations were named the leaders in program promotion in four separate categories.

ABC affiliates WCOP Boston, KXOK St. Louis and WCAE Pittsburgh took the honors in group one, comprising cities of 500,000 population and over.

In group two, embracing cities of from 100,000 to 500,000 population, winners were KCMO Kansas City, KJR Seattle and KOIL Omaha.

WNAX Yankton, S. D.; WENE Binghamton-Endicott, N. Y., and WELM Elmira took the honors in group three, cities of 50,000 to 100,000 populations, while in population areas of less than 50,000, the winners were KVOS Bellingham, Wash.; WHBL Sheboygan, Wis., and WHBF Rock Island, Ill.

# SEN. HUNT

### To Senate Commerce Group

SEN. LESTER C. HUNT (D-Wyo.) has replaced Sen. Estes Kefauver (D-Tenn.) on the Senate Interstate & Foreign Commerce Committee. Sen. Kefauver, in turn, has replaced former Sen. J. Howard McGrath, now U. S. Attorney General, on the Judiciary committee.

Sen. Hunt was elected last November to his first term, which expires in January 1955. Before that he had served in the Wyoming House of Representatives and in 1942 became governor of the state. He was born in Isabel, Ill. July 8, 1892.

Sen. Hunt was named to the Interstate Commerce Committee by the Democratic Policy Committee.

STATE Dept. has asked for portions of scripts prepared by NBC Newscaster Alex Dreier for his morning network show. The scripts will be used on various Voice of America broadcasts.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in Industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

# Programs

THREE-hour Saturday morning show on WJW Cleveland is great help to Christmas-shopping mothers. Studio is fitted out with sandboxes, slides and toys and children are brought in and cared for while mothers go shopping. One hour of show is aired. A portion contains short story, dramatic presentation and recorded stories and music. Interviews and short "acts" are sometimes contributed by children themselves. Mothers must write to station during week preceding show in order to leave children there. Troop of girl scouts and registered nurse are on hand to care for little ones and distribute milk and crackers midway throught session.

### Firefighting on WMAL

LAST Monday marked beginning of *The Firefighters*, dramatic show designed to encourage fire prevention among children, on WMAL Washington. D. C. fire department has promised station full cooperation in furnishing fire statistics and background information concerning training of firemen, methods of operation and related subjects to be used in connection with show. Schneider's Bakery is sponsoring new program which is heard five times weekly at 4:45 p.m.

### New TV Shows

TWO new shows recently inaugurated by WBAL-TV Baltimore are *City Desk*, and daily 15 minute feature in which cross-word puzzles from Baltimore *News-Post* are flashed on screen and worked out by contestants during show. *City Desk* is also 15-minute program viewed every weekday night. Show is designed to give audience idea of how newspaper city desk operates, as well as news of the day. "City Editor" passes out assignments to "reporters" at beginning of each show, and finished versions are presented by reporters during program. Interviews with persons in the news and telephone conversations with city officials also are featured.

### For Brotherhood

SUNDAY afternoon show on WKAP Allentown, Pa., is half-hour devoted to brotherhood. Speakers of all religious faiths, including priests, rabbis, ministers and laymen, appear weekly on show and music of all faiths with universal appeal is included. Local storage company sponsors program which has adopted creed, "Make Every Week Brotherhood Week."

### Video Pays Off

TV viewers are given special prices in local shops on items which have been advertised on *Virginia Patterson Shop*, Monday through Friday at 3:30 p.m. on WLWD(TV) Dayton, Ohio. Miss Patterson shops in stores for merchandise to be advertised on her 15-minute show, thus assuring her viewers of good bargains and excellent quality merchandise.

### 950 Club Contest

SEVEN-month contest conducted by Joe Grady and Ed Hurst, m.c.'s of *950 Club* on WPEN Philadelphia, draws talent from all senior high schools in area. One student acts as "scout" for another student, and receives prize for bringing in talent and additional prize if his "find" wins in finals. Weekly prizes of RCA Victor 45 rpm equipment and other gifts are awarded. Auditions precede appearance of students on air. Grand prize is $1,000 scholarship to Granoff School of Music in Philadelphia.

### Home Economics Show

THIRTY-minute show sponsored on KBTV (TV) Dallas by Dallas Power & Light Co. is designed for housewives and features cooking suggestions and household hints. Program originates from auditorium of sponsor's building. Complete all-electric kitchen is used for demonstrations and each week different brand of electrical appliance is featured. Emphasis is placed on superiority of electrical cooking. Electric home appliance is given each week to housewife sending in best recipe.

### WQQW Repeat

RESPONDING to "hundreds of written communications," WQQW Washington is repeating weekly series on child guidance and development, *Understanding Our Children*. Thirteen-week series was produced by Mrs. Amalie Sharfman to bring together expert, parent and teacher in series of discussions on how best to promote healthy emotional growth of children. Series, rebroadcast by transcription, is heard each Wednesday from 2-2:30 p.m. Another new feature in WQQW programming is Saturday 9-9:30 a.m. show for small fry, *In the Children's Corner with Jimmy and Jean*, featuring nursery rhymes, folk tunes and music of interest to children.

### 'Pan-American' Goes South

SERIES of broadcasts titled *Pan-American*, inaugurated over WLAW Lawrence, Mass. [BROADCASTING, Nov. 14], will be rebroadcast weekly via shortwave to the 21 American republics. Show is produced under auspices of Pan-American Society of New England and in cooperation with Massachusetts Dept. of Education.

### Transit Radio Tribute

ALL Transit Radio equipped buses and streetcars in St. Louis stopped and remained stationary for two-minute period in honor of Armistice Day. At 11 a.m., Nov. 11, an appropriate Armistice day announcement was aired by KXOK-FM, Transit Radio station in St. Louis. Vehicles stopped at same instant. Station returned to air in two minutes with playing of Star Spangled Banner and runs were resumed.

### Health Feature

SERIES of 26 half-hour recorded programs giving physically and mentally ill people opportunity to discuss their ailments has been started on KFMV (FM) Los Angeles. Titled *It's Your Life*, series was originally produced by Ben Park for Chicago Industrial Health Assn. Programs consist of tape recordings made of patients in hospitals and in homes.

### Education Week

SERIES of 21 separate broadcasts was carried by WVOM Brookline, Mass., during American Education Week. School dramatic groups as well as faculty members were featured in various shows. Everything from student council meeting at local high school to demonstrations of teaching of elementary reading was covered by programs.

### Soil Returns

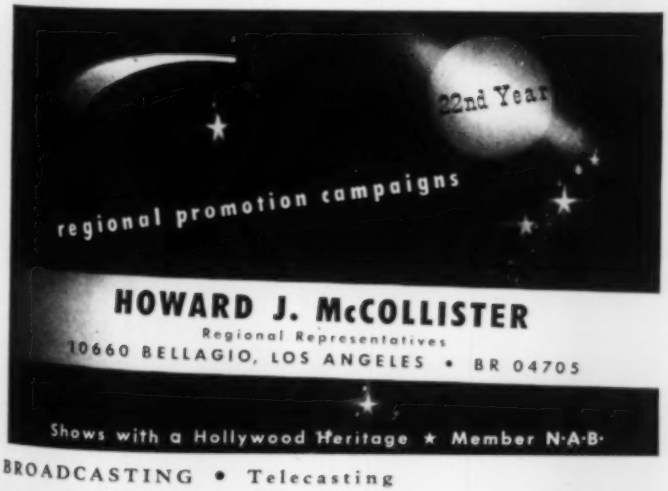
DRAMATIZING need of soil conservation, cubic foot of "good midwestern topsoil" was returned to its starting point on show staged by KSD-TV St. Louis. Soil was dug from Mississippi River delta below New Orleans and presented to president of Soil Conservation Society of America by member of U. S. Soil Conservation Service, James W. Sargent. Mr. Sargent pointed out that earth may well have come from Missouri because of its loss during floods of Mississippi river.

### Guest Commentators

NEW series on classical music hour *Symphony Hall* carried by WRXW (FM) Louisville features different guest each week. Guest is allowed to choose music to be played during the hour and makes personal appropriate comments on how it affects him, or why he is fond of it. Guests are usually prominent musicians.

### Adult Education

CLEARING HOUSE of information on adult education for Chicagoans is new *Learning for Living* show on WMOR (FM) Chicago, broadcast on Monday from studios at Telenews theatre on city's near North Side. Discussionists include staff and faculty of Central YMCA schools, where 70 adult courses are offered on such things as playing a recorder and learning to drive a car. Program announcements carry warning: "This show is for adults, and may even be educational."



22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*

LISA KIRK
Charley, My Boy
Shame on You
DJ-801

TEX BENEKE
I'm the Man
With The Dreams
They Say
DJ-803

THE PIED PIPERS
Just a Kiss Apart
'S Wonderful
DJ-802

CHARLIE VENTURA
Ha
High On an Open Mike
DJ-804

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

# ADVERTISING DOLLARS

**Radio Getting New Business Despite TV, Wile Says**

MUCH new advertising money has come into radio this fall in spite of the phenomenal growth of television, Fred Wile Jr., NBC Television director of production, told a meeting of the Boston Advertising Club Nov. 1.

Among the companies he listed as either entering radio for the first time or re-entering it after a long-time lapse were: Blatz Brewing, Block Drug, Roi-Tan Cigars, Bruner Ritter, H. J. Heinz and Grove Labs.

He also recounted a further "impressive list" of advertisers who increased their use of network radio this fall. Among them he named: American Tobacco, Liggett & Myers, National Dairy, Brown & Williamson, Pillsbury, Quaker Oats and William Warner Co. To radio pessimists he then said:

"I don't have similar information about local and spot advertisers, but on the basis of the network angle, you cannot help but ask yourself, "Just how dead do they think radio can be?'"

Mr. Wile did forsee the time, however, when television's share of the advertising dollar would come at the expense of other media, including radio.

As for television, he said, one of its biggest problems is the need to keep costs down. He described as one effort to lick the problem the NBC plan to program three hours Saturday nights, costs to be apportioned among 12 advertisers exclusive in their field. Television executives are trying to devise means to permit the average advertiser to use the medium, he said, explaining:

"There just aren't enough soap companies, tobacco companies and oil companies to keep one network, much less several chains, in business."

Edward C. Reeve, of the CBS Research Department, pictured the "explosive growth" of television for the Boston admen. He told of changes already apparent in its development. He cited figures of 23,000 sets in Boston's area a year ago compared to 146,000 now—a growth of 535%. In Washington Philadelphia and Baltimore, he said, the increase over the past year has averaged 250%.

### CBS Findings

Two years ago, he went on, CBS found that the major interest in television was among men and boys. Last winter, however, he noted, "the female of the species seems to have taken over." He said that now, except for sports events, more women than men are apt to be in the audience.

Arthur Pryor, vice president and radio director of BBDO, reported on a canvass made by his agency last April on what 35 top executives thought of television. Among those polled were network heads, advertising agency and advertising association executives, financial authorities, heads of radio and television manufacturing companies and of trade publications.

According to the canvass: 50% said television will be a more effective medium than radio by 1954; 80% believed television time costs ran from 50 to 500% as much as radio; 63% thought programs were going to increase in cost; 58% thought programs would be weekly while 11% thought they would be monthly; 90% thought radio would never die; 100% thought advertisers would continue to use both media.

## WCAU Appointments

WCAU-AM-TV Philadelphia has announced the appointment of Robert N. Pryor, WCAU promotion director, as director of promotion and publicity and John J. (Chick) Kelly, publicity director of the TV station, as commercial representative. In last week's issue a photograph of Mr. Pryor was inadvertently identified as Mr. Kelly.

Mr. Pryor

Mr. Kelly

## CANADA RATINGS

**U. S. Programs Lead**

ONLY one Canadian program is listed among the first ten evening network programs in the October Elliott-Haynes national ratings, released in Toronto Nov. 8. The other leading programs were of American origin. *Radio Theatre* headed the list with rating of 26.4, followed by *Charlie McCarthy* 24.7, *Amos 'n' Andy* 22.9, *Fibber McGee & Molly* 21.4, *Bob Hope* 19.4, *Twenty Questions* 17.3, *Our Miss Brooks* 16.8, *Guy Lombardo* 16.1, *Leslie Bell Singers* 16.0 (Canadian program) and *Mystery Theatre* 15.8.

Five leading daytime programs in October were:

*Ma Perkins* 14.6, *Big Sister* 14.5, *Right to Happiness* 14.5, *Pepper Young's Family* 13.9, and *Road of Life* 13.3. Leading French-language evening programs during October were *Un Homme et Son Peche* 35.3, *Metropole* 26.5, *Ralliement du Rire* 26, *Radio Carabin* 24.3, and *Juliette Beliveau* 22.9. Leading French-language daytime shows were *Jeunesse Doree* 26.5, *Rue Principale* 25, *Les Joyeux Troubadours* 22.1, *Maman Jeanne* 20.7, and *Tante Lucie* 20.1.

## G. W. WOLFSTEN

**Lefton Co. V. P. Dies**

GEORGE W. WOLFSTEN, 54, a vice president of Al Paul Lefton Co. Inc. advertising agency of New York, Philadelphia and Chicago, died suddenly last Tuesday (Nov. 15) of a heart attack at his home in Melrose Park near Philadelphia.

A native of Cincinnati, Mr. Wolfsten was a graduate of the U. of Pennsylvania, a World War I veteran and has been associated with the Lefton agency since 1926. Surviving are his wife, Margaret; a son, George W. Jr., who is associated with Lefton Co.'s New York office; a daughter, Ann M.; his mother, Mrs. Samuel Wolfsten, and a sister, Isabel.

## Canada's Set Sales

SALES of Canadian radio sets have increased by 35% in the first nine months of this year, according to figures released by the Radio Mfrs. Assn. of Canada early in November. Canadian radio manufacturing decreased in 1948, with sales falling off due to high prices of sets caused by wartime excise taxes. As these were finally dropped late last year, manufacturers began re-styling and making new sets at lower prices. Results are showing in increased sales of 461,013 sets during the first nine months of 1949, compared with 340,576 sets in same period in 1948. Biggest increase in sales was in sets priced under $30 at retail.

## News

ARNOLD SNYDER, former newsman at WFIL Philadelphia and news editor of WKDN Camden, appointed news editor of WTTM Trenton, N. J.

MAHLON (Mel) LEAVITT, former sportscaster for MBS, appointed sports and special events director of WDSU New Orleans broadcasting services. He also was formerly with WMGM New York and WNJR Newark, N. J.

Mr. Leavitt

MILTON CHASE, WLW Cincinnati news commentator, currently making six-week tour of seven European countries to report on latest social and economic developments.

JOHN DALY, CBS newscaster, joins ABC as editor of Sunday broadcasts of *This Week Around the World* and other news assignments.

BOB YONGUE joins WHHT Durham, N. C. as sports editor.

LEO LASSEN, veteran Seattle sportscaster, returns to KRSC Seattle with 15-minute *Sports Page of the Air*, broadcast nightly at 7 p.m.

TOM MOOREHEAD, sportscaster for WFIL-AM-TV Philadelphia, elected president of Herbert J. Pennock Memorial Baseball Club for 1950. STONEY McLINN, sportscaster for WIP Philadelphia, re-elected chairman of press and radio for club.

LOWELL THOMAS Jr., son of CBS Commentator Lowell Thomas, presented President Truman a scroll from Dalai Lama of Tibet. Scroll and verbal message had been given his father while in Tibet where he met with an accident which has confined him to a hospital.

JIMMY DUDLEY and JACK GRANEY, sportscasters for WJW Cleveland of Indians games during past season, awarded "outstanding service" inscriptions by Cleveland Junior Chamber of Commerce.

JIM FOLEY resigns as news editor of KGO San Francisco to work on organization of United Nations orchestra. Mr. Foley and his wife will hitchhike their way across country visiting all large cities to gain support for plan.

RALPH S. YOHE, WLS Chicago farm service editor, leaves next month for extended trip to Europe and Middle East. His wire-recorded stories will be broadcast.


**WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?**

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP 1490 KILOCYCLES

MUTUAL NETWORK AFFILIATES SERVING PORTSMOUTH NORFOLK NEWPORT NEWS

WSAP-FM 99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager — Ask Ra-Tel!



**WBAL means business in Baltimore**

# A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

**BLAW-KNOX DIVISION of Blaw-Knox Company**
**2038 Farmers Bank Building, Pittsburgh 22, Pa.**

BLAW-KNOX

ANTENNA TOWERS

Distributed by Graybar

# BLAW-KNOX
## ANTENNA TOWERS

# CIVIL DEFENSE

## Envisions Key Radio-TV System

By JOHN OSBON

IF WAR comes to the United States, the whole of American inventive and productive ingenuity in electronics — radio, television, facsimile and related industries— will play a dominant role as a result of comprehensive civil defense plans now being blueprinted in the nation's capital.

Basing its plans on the premise that communications constitute the "nerve system" of the country's defense, military-government and agency-industry officials are mapping flexible plans geared to any kind of emergency which may arise —and embracing radio and television stations.

The plan is in a constant state of development, not yet "solidified or definitive," authorities point out. But the overall mobilization pattern is taking form, they emphasize.

In the event of an actual attack on the Continental U. S., authorities agree, U. S. radio would logically be subject to more severe restrictions than during World War II when the industry operated under a voluntary code of censorship, and radio silence was virtually untried save on West Coast stations in December 1941.

High points in current planning are these:


*Miss Miriam Traeger*
*Abbott Kimball Co., Inc.*
*New York City*

*Dear Miriam:*

*Heerd a feller atalkin' ter th' bossman here at WCHS t'other day, an' I tho't folks like you would be interested in what he said. This feller come ter town ter buy some spots on a radio station, and he come right ter th' number one station in town. He said he knowed 'bout th' big national shows bein' on WCHS, an' when he seen how th' big local shows was acomin' over ter 580 on th' dial that done it! He said he knowed that if he wanted ter reach th' mostest peepul with his spots they'd better be on WCHS! Yessir, that feller knows that yer have ter git yer spots next ter th' big audience shows, and that means on WCHS, shore nuff!*

*Yrs.*

*Algy*

WCHS
Charleston, W. Va.


● National Security Resources Board last week disclosed a plan whereby AM-FM-TV stations not contemplated as key outlets would be designated as secondary and subject to "blackout" during wartime emergency. Key outlets would form the emergency radio network.

● Role of radio communications in civil defense plans will be explored more thoroughly in the next few months by government-industry officials.

● The extent and nature of radio silence in time of emergency probably would depend largely on "the gravity of the situation" rather than on a preconceived operational format.

● Television's progress is being continually watched by government observers with an eye toward TV's "live" (not film) role; its audio possibilities and demonstrative qualities, and potential drain on technical manpower.

● Munitions Board will submit a program of equipment requirements to Radio Mfrs. Assn. member and non-member electronics companies in the near future.

● NSRB has urged each state government to launch civil defense planning "which deserves immediate attention."

● Convertibility of transit FM to two-way radio is being studied by Defense Dept. officials as an emergency means.

### Coordinated With NSRB

Overall communications and other plans for civil defense, formerly slated for the proposed Office of Civilian Defense, have been coordinated by the National Security Resources Board since last June. Civilian participation in military defense is the specific responsibility of the Dept. of Defense, while problems of wartime civil disaster have been assigned by NSRB to the General Services Administration (formerly Federal Works Agency), working with Federal Security Agency, Defense Dept., Atomic Energy Commission and other government agencies.

A booklet, "Civil Defense for National Security," published by OCD last year [BROADCASTING, Nov. 15, 1948], has been distributed to all states and municipalities as a guide for present planning.

The handbook, known as the Hopley report, encompasses broad flexible provisions for communications and radio broadcasting services in the civil defense program, blueprinting wartime AM-FM-TV operations and functions.

In a letter to state governors, NSRB's Acting Chairman John R. Steelman made plain that while the report "has not been officially adopted, and although the NSRB does not agree with all the recommendations . . . [it] does believe the report to be a useful guide . . . in planning . . . for federal, state and local civil defense."

William A. Gill, coordinator of NSRB's civil defense planning told BROADCASTING that conservation of radios and radio equipment, supply and requirements have been the subject of discussion the past two years and that a study of radio communications "should be launched soon."

Communications officials of NSRB said the "secondary" plan would involve study of costs of component parts of various station equipment items, number of trained technicians available for commercial TV stations, cost of maintaining equipment, the general manpower situation surrounding station operation, and a host of other data—all with a view to drawing a line between essential and secondary station function during wartime.

### 30 States Act

Mr. Gill said that about 30 of the 48 states had responded to civil plans offered by NSRB, and that many found fault with the Hopley report as to their respective needs. About 13 states already have set up CD units, it was learned.

The announcement of the Russian atomic explosion has hastened CD activity, according to NSRB. Board's objective is to provide all information available, not urge their application as an arbitrary plan, Mr. Gill emphasized.

Proposed local setups would center around formation of a city council, to include broadcasters and other officials, Mr. Gill said..

Communications officials stressed that civil defense planning is constantly "fluid" and ever-changing and that proposals on communications were merely intended as a guide. Official plans are not yet "solidified," they point out.

The Hopley report stressed that need for stations to "remain on the air preceding an air attack, during air raids and in the post raid periods" is recognized. It was conceded, however, that "silencing of stations for military security purposes may be necessary under certain conditions. . . ." "NSRB officials said they could not determine the length of such enforcement at present, nor could anyone else.

Military and NSRB authorities point out, however, that the question of radio silence can never be fully resolved but will be at the discretion of the military depending "on the gravity of the situation." Moreover, any pre-formulated plan would be subject to the exigencies of the moment, they add.

A key phase of defense planning centers around a proposed emergency radio network setup, mentioned in the Hopley report. There is indication that such a plan, now in the thinking stage, would be pressed into operation. It was tested last September in conjunction with the Defense Dept.'s "Operation Lookout."

Described as faster than telephone and wholly automatic, the system entails a network of key stations throughout the nation to serve as master focal points for operational guidance of other stations in the area. Through a push-button master control board, a coded message is cut into a subaudible low frequency and received by a local civil defense official in the city in line of attack—without interference to entertainment and unknown to station engineers or listeners.

### Others Could Join

Other stations could join in with key stations in airing civil defense information to the public after proper codified instruction.

The importance of such a radio network setup was underlined, military authorities feel, by Defense Secretary Louis Johnson's recent announcement dealing with plans to move the capital and military functions if war threatens security.

Presumably the key stations would include some clear channel and medium-power outlets as suggested in the Hopley report. Col. A. B. Pitts, Defense Dept. Air


IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Force officer, told BROADCASTING he thought it conceivable that FCC would be called upon to authorize certain stations power in excess of 50 kw.

Other observers point out, however, that high power, while it might serve certain purposes (such as for pre-attack warnings), would also lend itself to "fix" or homing tactics by enemy planes. They contend an array of small-power stations (250-w) could achieve the desired objective while obviating any possibility of tipping the enemy.

No higher power plan has been discussed, however, according to military and FCC sources.

John A. Willoughby, FCC acting chief engineer, pointed out that greater-than-50 kw transmitters would have to be turned out in quantity to put such a plan into practice, and that "if they were, it wouldn't be any secret." As an alternative to higher power, he felt personally that FM could serve that emergency purpose as well.

Whether enemy planes would find it practicable to "home" their craft toward selected targets, confronted with FM-transmitted signals, also has evoked consideration of government engineering authorities.

### Cutting of Service

On the other hand, curtailment of FM, along with AM and TV operations—in a critical emergency—may have to be considered in communications planning, according to NSRB communications officials.

"Television certainly has a basic role in that it is graphic and can actually show the people what to do rather than tell them," Col. Pitts told BROADCASTING. He feels that not only is it invaluable as a training and demonstrative aid, but could be used in preliminary evacuation and during an actual attack. TV also could demonstrate use of gas masks, etc., he noted.

TV proved especially helpful to civilian defense authorities during World War II in cities where stations operated and as a training method, it was pointed out.

Highly important, too, is the fact that television can be used as an audio operation without benefit of visual, NSRB communications officials commented. TV's overall role is being carefully considered among the participating government and industry groups.

**NBC HOLLWOOD welcomes 13 network employes as new members to its famed 10-and-20 year veterans club. L to r (with number of years in parenthesis): Seated—D. A. De Wolf (20), M. O. Smith (20), Lewis S. Frost (20), assistant vice president, NBC Western Div.; Betty Frazer (10), Craig Pickett (20), Stephen Hobart (20). Standing—Hal Dieker (10), Ole Schlyter (10), Jack Lyman (10), Robert Schutz (20), John Pawlek (20), Ralph Clements (10), Robert Clark (20).**

Whether the government would step in and subsidize coaxial cable links for TV use is a matter of speculation, officials pointed out. Much would depend, they feel, on the extent of the commercial growth of the medium in the interim.

In any event, television has engendered continued speculation in Pentagon-government-industry circles this past year—from the national level to the local, according to NSRB authorities.

Much of the discussion has revolved around whether TV stations, along with radio operations, should be marked for stringent curtailment during wartime to meet possible shortages of manpower, equipment and other resources available in the nation.

Military authorities, while declining explicit comment, conceded, too, that Stratovision, in which the military has pioneered for over a decade and which has been tested by Westinghouse Electric Corp., would prove a vital tactical factor in defense.

One plan before the military, which suggests regular liaison between the Armed Forces, State Dept., FCC and the radio industry, working through NAB, would include such operations post as engineers, newsmen and program personnel. It also covers provision for broadcast of communiques and news from bomb-proof studios across the country, and immediate "revival of some central government information clearing house like the old OWI."

This plan is advocated by Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston, who served as executive officers in the War Dept. during World War II, formulating procedures and policies for vast radio networks here and abroad. Col. Kirby was named civilian advisor for radio to the Secretary of War in 1940, and later prepared coverage for D-Day under Gen. Eisenhower's command. Col. Harris, serving with Gen. MacArthur, took charge of Radio Tokyo.

### Radio Mobility

Stressing that "radio must be mobile," the plan urges provision "for the inter-connecting of all network and non-network stations. A means of transmission of network broadcasts, other than by telephone landlines, must be utilized. . . . No network broadcast can now be aired from one coast to another without the use of landlines which, in a war, might quickly be bombed out . . ."

Emphasis also is placed on possible technical sabotage of the radio spectrum, with references to "jamming" practices that could blot out all frequencies. Exploration of television also is suggested.

Messrs. Kirby and Harris urge broadcasters to be "realistic now in appraising the possibilities of war . . . Radio cannot hope to ad-lib its way through World War III." Plan is detailed in their book, *Star-Spangled Radio*, published last year.

A broadcasting advisory committee, which comprises AM-FM-TV operators, already has made recommendations, chiefly of a technical nature, to civil defense planning officials for incorporation into the master plan for communications [BROADCASTING, July 5, 1948]. No meetings have been held recently, according to NAB.

The civil defense group includes:

J. Harold Ryan, Fort Industry Co.; John E. Fetzer, WKZO Kalamazoo, Mich.; James M. LeGate WIOD Miami; Edward W. Breen, KVFD Fort Dodge, Iowa; Everett L. Dillard, WASH (FM) Washington; John Shepard III, formerly Yankee Network president; Leonard L. Asch, WBCA Schenectady; Jack R. Poppele, WOR New York; Carlton D. Smith, NBC New York; William C. Eddy, Television Associates; Robert K. Richards, NAB.

Top civil defense officials are "extremely enthusiastic" over wartime application of radio-installed vehicles which they feel can be converted, for practical purposes, to two-way radio. Transit radio's role currently is being studied for inclusion in civil defense plans.

Ben Strouse, general manager of WWDC Washington, capital franchise-holder of Transit Radio operations, has conferred with Lt. Col. Barnet W. Beers, newly appointed assistant for civil defense liaison, and Col. R. S. Stanford, communications officer, on the workability of the service.

Col. Stanford has requested a list of cities which presently operate radio-equipped vehicles and new additions, and said they could be "virtually converted" for use in Phase 3 of defense plans—"actual dropping of bombs by enemy planes." He also volunteered suggestions that radio-installed carriers can be used to: Instruct drivers and passengers on local levels and for deterring panic; serve as ambulances; issue warnings to evacuate areas; inform the public

*(Continued on page 78)*

The last WORD ...for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

ACME IN SOUND REPRODUCTION

★

THE NEW LANG-WORTH TRANSCRIPTION

★

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

*Network Calibre Programs at Local Station Cost*

# ACTIONS OF THE FCC

NOVEMBER 11 TO NOVEMBER 18

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## November 14 Applications . . .

### ACCEPTED FOR FILING

**AM—1290 kc**

**Cotton Belt Bcstg. Co., El Dorado, Ark.**—CP new AM station 1400 kc 250 w unl. AMENDED to request 1290 kc 1 kw D.

**SSA—1050 kc**

**WIVY Jacksonville, Fla.**—SSA operate from 6 a.m. EST to sunrise for period ending 5-1-51.

**Modification of CP**

**WGAD Gadsden, Ala.**—Mod. CP change power etc. for extension of completion date.

**WFMJ Youngstown, Ohio**—Same.

**License for CP**

**KMCM McMinnville, Ore.**—License to cover CP change power etc.

**KLMX Clayton, N. M.**—License to cover CP new AM station.

**KECC Pittsburg, Calif.**—Same.

**WJCD Seymour, Ind.**—Same.

### TENDERED FOR FILING

**AM—960 kc**

**WRFC Athens, Ga.**—CP change from 500 w D to 500 w unl. DA-N.

### APPLICATION DISMISSED

**WALE Fall River, Mass.**—DISMISSED Nov. 9 application for voluntary acquisition of control of Narragansett Bcstg. Co., licensee, by Bristol Bcstg. Co. through purchase of stock from William A. Porter and seven others.

## November 15 Decisions . . .

### BY THE SECRETARY

**WEOK Poughkeepsie, N. Y.**—Granted license new standard station 1390 kc 1 kw D.

**KLMS Lincoln, Neb.**—Granted license new standard station 1480 kc 1 kw DA unl.

**WHHM Memphis, Tenn.**—Granted license change trans. location.

**WBET Brockton, Mass.**—Granted license to use old main trans. for aux with 1 kw.

**WBAL-TV Baltimore** — Granted license change trans. and studio locations and ant. changes.

**WDXI Jackson, Tenn.**—Granted license covering change power, hours and install DA and change type trans. Also granted license to us old main trans. for aux. with 1 kw DA-DN.

**WIND Chicago**—Granted license install alternate main trans. to be operated on 560 kc 5 kw unl. DA-DN.

**WAML Laurel, Miss.**—Granted license install new trans.

**WCLO Janesville, Wis.**—Granted license install new vertical ant. and FM ant. on AM tower.

**KOSE Osceola, Ark.**—Granted CP install new trans.

**KGBS Harlingen, Tex.**—Granted mod. license to change studio location.

**WGN-TV Chicago**—Granted mod. CP for extension of completion date to 6-1-50.

**WNAC-TV Boston**—Granted mod. CP for extension of completion date to 3-1-50.

**KTIS-FM Minneapolis**—Granted license new FM station, Chan. 290 (105.9 mc), 5.3 kw, 250 ft.

**WCLO-FM Janesville, Wis.**—Granted license new FM station, Chan. 260 (99.9 mc), 15.5 kw, 200 ft.

**WREV Reidsville, N. C.**—Granted assignment of CP from two equal partners to new corporation, Reidsville Bcstg. Co. Inc.

**Portorican American Bcstg. Co. Inc., Ponce, Puerto Rico**—Granted CP new remote pickup KA-4871.

**Radio Diablo Inc., San Bruno, Calif.**—Granted CPs new remote pickups KMA-728 and KMA-729.

Following were granted mod. CPs for extension of completion dates as shown: WGNR New Rochelle, N. Y., to 3-30-50; WBKB Chicago, to 3-1-50; KTLA Hollywood, Calif., to 3-1-50, subject to express cond. that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in US v. Paramount Pictures Inc., et als, 334 U. S. 131; WPNF Brevard, N. C., to 5-25-50; WHLD Niagara Falls, N. Y., to 2-1-50; WCAR Pontiac, Mich., to 6-1-50; WHAM-TV Rochester, N. Y., to 8-4-50; KBTV Dallas, Tex., to 1-8-50; WOI-TV Ames, Ia., to 2-15-50; WNBF-TV Binghamton, N. Y., to 1-15-50; WROW-FM Albany, N. Y., to 5-25-50; WHLD-FM Niagara Falls, N. Y., to 2-1-50; KSCJ-FM Sioux City, Iowa, to 5-30-50; KTOK-FM Oklahoma City, to 4-1-50.

**WJOB Hammond, Ind.**—Granted request for cancellation of license for aux. trans. Granted license install new vertical ant., mount FM ant. on AM tower and make changes in ground system.

**KIBL Beeville, Tex.**—Granted license new standard station 1490 kc 250 w unl.

**KOSE Osceola, Ark.**—Granted license new standard station, specify studio location: 860 kc 1 kw D.

**KTUR Turlock, Calif.**—Granted license new standard station 1390 kc 1 kw DA-N unl.

**WCPS Tarboro, N. C.**—Granted CP mount FM ant. on top of AM tower.

**WSWN Belle Glade, Fla.**—Granted CP make changes in vertical ant.

**KELA Chehalis, Washington**—Granted CP install new trans.

**WGGH Marion, Ill.**—Granted mod. CP change studio location.

**WNAH Nashville, Tenn.**—Granted mod. CP for approval of ant. and trans. location and change type trans.

**KNEU Provo, Utah**—Granted mod. CP make changes in trans. and change studio location.

**WHLD Niagara Falls, N. Y.**—Granted mod. CP change type trans.

**WCAR Pontiac, Mich.**—Granted mod. license change studio location.

**KAFP Petaluma, Calif.**—Granted mod. CP change trans. and studio locations and change type trans.

**WNOE New Orleans**—Granted mod. CP change type trans.

**KUTI Monroe, La.**—Granted CP for approval of ant. and trans. location, specify studio location and change type trans.

**WMCT Memphis, Tenn.**—Granted license for new commercial television station Ch. 4 (66-72 mc), ERP vis. 13 kw, aur. 7 kw, 640 ft.

**Reading Bcstg Co. Inc., Reading, Pa.**—Granted license for new exp TV station KG2XAY.

**WBOW-FM Terre Haute, Ind.** — Granted license for new FM station Chan. 266 (101.1 mc), 20 kw, 264 ft.

**Pennsylvania Bcstg Co. Area of Philadelphia**—Granted mod. license to change frequency of KA-3063 to 153.11 mc.

**Columbia Bcstg System Inc., Area New York**—Granted CP and license for new remote pickup KA-4774.

**Walsenburg Bcstg Corp., Area Walsenburg, Col.**—Granted CP for new remote pickup KA-4775.

**KWBW Hutchinson, Kan.**—Granted mod CP to change type of tower and mount FM ant. on side of AM tower.

**WCLE Clearwater, Fla.**—Granted request to remain silent for period of 60 days.

## November 15 Applications . . .

### ACCEPTED FOR FILING

**AM—1430 kc**

**WENE Endicott, N.Y.**—CP change from 1450 kc to 250 w unl. to 1430 kc 5 kw unl. DA-DN.

**AM—790 kc**

**WCAW Charleston, W. Va.** — CP change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-DN AMENDED to omit contingency of WHTN Huntington being granted change.

**CP to Reinstate**

**WFPL (FM) Louisville, Ky.**—CP to reinstate expired CP for new noncommercial educational station.

**Modification of CP**

**WPAT Paterson, N. J.** — Mod. CP change power etc. for extension of completion date.

**WOR-FM New York** — Mod. CP changes in FM station for extension of completion date.

**KULE Ephrata, Wash.**—Mod. CP new AM station for extension of completion date.

**WJIZ (FM) Hammond, Ind.**—Mod. CP new FM station for extension of completion date.

**WMFD-FM Wilmington, N. C.**—Same.

**WEST-FM Easton, Pa.**—Same.

**WIBG-FM Philadelphia**—Same.

**WLYC(FM) Williamsport, Pa.**—Same.

**KALW (FM) San Francisco** — Mod. CP new noncommercial educational FM station for extension of completion date.

**WHEN (TV) Syracuse, N. Y.**—Mod. CP new TV station for extension of completion date to 6-12-50.

**WKTV (TV) Utica, N.Y.**—Same to 6-1-50.

**WOAI-TV San Antonio, Tex.**—Same to 6-25-50.

### TENDERED FOR FILING

**AM—1430 kc**

**WNAV Annapolis, Md.**—CP increase 500 w to 1 kw, make changes in DA.

**Modification of CP**

**KRMG Tulsa, Okla.**—Mod. CP change N power from 10 kw to 25 kw, DA-DN, on 740 kc.

## November 16 Decisions . . .

### ACTION ON MOTIONS

**By Commr. Walker**

**United Nations Bcstg. Corp., San Fernando, Calif.**—Granted petition requesting dismissal with prejudice of its application for CP.

**The Air Transport Assn.**—Granted petition requesting leave to intervene in hearing on application to mount FM ant. on new AM tower.

**Oneonta Bcstg. Co., Oneonta, Ala.**—Granted petition requesting dismissal without prejudice of application for CP.

**Lake County Bcstg. Corp., Chicago**—Granted petition requesting dismissal without prejudice its application for FM CP.

**WTOP Washington, D. C.**—Granted petition for extension of time to file reply to petition of WJBK Detroit seeking severance and grant of its application for CP from consolidated proceeding re applications of WABJ Adrian, Mich. et al.; time extended to Nov. 21.

**James D. Sinyard Moundsville, W. Va.**—Deferred action on petition for leave to amend application pending receipt of amendment.

**KNEW Spokane, Wash.**—Scheduled hearing re application for 10 a.m. Dec. 29 at Washington.

**KWCO Chickasha, Okla.** — Granted petition requesting that record be reopened in proceeding on application for CP and mod. thereof and for license, and KPMC Bakersfield, Calif., for CP, WQXR New York, for CP for purpose of permitting KWCO to amend its application to specify DA-N in lieu of none-DA. On Commission's own motion ordered that further hearing be held in this matter at time and place to be designated.

**KXLJ Helena, Mont.**—On Commission's own motion hearing on application continued from Nov. 28 to Dec. 13, to be heard before Hearing Examiner Leo Resnick in Helena.

**KEYY Pocatello, Ida**—On Commission's own motion, hearing on application for renewal of license is continued from Nov. 21 to Dec. 7 in Pocatello before Hearing Examiner Leo Resnick.

**(By Examiner Leo Resnick)**

**New Rochelle Bcstg. Service Inc. New Rochelle, N. Y.**—Granted petition for leave to amend application to specify 180-day extension of time for contracts of Julian H. Gins and Herschel L. Mosier. Amendment accepted.

*(Continued on page 79)*


# SERVICE DIRECTORY

**Custom-Built Equipment**
**U. S. RECORDING CO.**
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

**Commercial Radio Monitoring Co.**
successor of
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Negro Radio Promotional and Counseling Services
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6 E. Lake St., Chicago 1 (at State & Lake)
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National 7757

**RAYMOND M. WILMOTTE**
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

**JOHN J. KEEL**
Warner Bldg., Wash., D. C.
National 6513

**Craven, Lohnes & Culver**
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477
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**RUSSELL P. MAY**
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Washington, D. C. REpublic 3984
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**Dixie B. McKey & Assoc.**
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REpublic 7236

**WELDON & CARR**
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
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CONSULTING RADIO ENGINEERS
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**CHAMBERS & GARRISON**
1519 Connecticut Avenue
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MICHIGAN 2261
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**KEAR & KENNEDY**
1703 K ST., N. W. STERLING 7932
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**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

**JOHN CREUTZ**
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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**H. V. ANDERSON**
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

**William E. Benns, Jr.**
& ASSOCIATES
3738 Kanawha St., N. W
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
• Heatherdell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2373
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**GUY C. HUTCHESON**
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

**NATHAN WILLIAMS**
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

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**GEORGE P. ADAIR**
*Radio Engineering Consultant*
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

**LEE E. BAKER**
*Consulting Radio Engineer*
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

**WALTER F. KEAN**
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

**Ben Adler**
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600
Laurentien Hotel
Montreal, Que.

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## AGENCY GROUP

### To Organize Fund Drive

A 17-MAN committee has been established to organize the current United Hospital Fund campaign among the advertising agencies of Greater New York under the chairmanship of Earl C. Donegan of McCann-Erickson, New York. The fund has a goal of $3,367,000.

Serving with Mr. Donegan on the committee are:

Walter R. Hine, J. Walter Thompson Co.; Guy Richards, Compton Advertising; Luis Dillon, Foote, Cone & Belding; William MacFarland, N. W. Ayer & Son; Carle E. Rollins, J. M. Mathes Inc.; Glenn Wiggins, Kenyon & Eckhardt; Thayer Cummings, BBDO; E. J. K. Bannvart, Cecil & Presbrey; Florence McGrady, The Caples Co.; Paul A. Danielson, Paris & Peart; Herman Daych, St. Georges & Keyes; Julian G. Braun, Hirshon-Garfield; A. W. Lewin, A. W. Lewin Co.; H. A. Thompson, Anderson, Davis & Platte Inc.; Louis E. Dean, Kudner Agency; Theodore M. Seller, MacLean Advertising Agency.

## Nielsen Adds New Data

NAMES of all network sustaining shows, day and night, are being included in regular and extra week ratings of the A. C. Nielsen Co., Chicago. First listing, which will be supplied four times monthly, was released to subscribers last weekend. New data includes names of network sustainers, network shows using limited station facilities and origination time of broadcast.


FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

In the first nine months of 1949, MISSISSIPPI FARMERS received over $43,000,000 more for their products than in the same period of 1948. WJDX and WJDX-FM in JACKSON, MISSISSIPPI, the center of this rich and growing market, give you leadership in radio selling and 20 years of broadcasting experience—at low 1939 rates.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.


## New Business

*(Continued from page 20)*

**RADIO OFFERS Co.** and **DOUBLEDAY & Co.**, both New York, sign additional four-week contracts with ABC adding two new programs to their regular alternating schedules. Huber Hoge & Sons, New York, is agency for both. Contracts started Nov. 15. On Tuesday firms sponsor 11:30-11:45 a.m. portion of *Pick a Date*, and on Wednesday, full half hour (11:30 a.m. to 12 noon) of same program. In addition, Tuesday and Thursday, 3-3:15 p.m., sponsors will present Sidney Walton with recordings. Advertisers are alternating programs except for first week of contract when Radio Offers sponsored complete schedule.

**P. LORILLARD Co.**, New York (Old Gold cigarettes), is dropping sponsorship, effective at end of December, of first 15 minutes of ABC's Sunday night *Stop the Music*. Sponsor will retain last quarter-hour segment of 8-9 p.m. program, as well as half-hour of Thursday night video version of show on ABC-TV. Reason for cancellation was said to be re-shaping of advertiser's budget. Agency: Lennen & Mitchell Inc., New York.

## *Adpeople* • • •

**DAVID H. GRIGSBY** appointed advertising manager of Zenith Radio Corp. He joined Zenith five years ago as advertising copywriter after previous service with School Mfg. Co., Fair Store in Chicago and Sears, Roebuck & Co. Since 1947 he has been manager of Zenith's sales promotion department. He will continue to handle sales promotion activities in addition to his new duties.

## TRANSIT RADIO

### Justice Dept. Urged To Prosecute Washington Firm's Use

"VIGOROUS" prosecution of Capital Transit Co. for authorizing transit radio service in Washington, D. C. is currently being urged on the Justice Dept.

Demand for a crackdown was made by a newly-formed organization calling itself the National Assembly for the Advancement of Public Relations. Request was signed by the group's president, Bernard Tassler, who describes the assembly as a supplement to the Public Relations Society for America.

Officials of Justice Dept.'s records division last week disclaimed receipt of any communication which Mr. Tassler claims to have forwarded to Attorney General Howard McGrath in the form of a "night letter." Mr. Tassler said he had received no reply from the Attorney General's office.

Mr. Tassler declared that CTC had flouted "constitutionally protected rights" of citizens and had arrogated a power which not "even the government itself has or may exercise constitutionally" — in peace or war. The D. C. Public Utilities Commission, which held public hearings on radio-installed vehicles [BROADCASTING, Oct. 31, Nov. 7], is studying the problem with an eye to comfort and safety of the service furnished by WWDC-FM Washington. As chairman pro tem also of National Citizens' Committee Against Forced Reading and Forced Listening, Mr. Tassler envisions "forced listening upon railroads, airplanes, and bus and streetcar lines throughout America"—if the Justice Dept. fails to act now.

## OMAHA TRANSIT

### KBON-FM Plans Radio Test

PLANS for early December trial operation of radio-equipped transit vehicles in Omaha and a poll to test public reaction have been announced by Paul R. Fry, Inland Broadcasting Co. vice president, and Fred P. Hamilton Jr., Omaha & Council Bluffs Street Railway Co. vice president. Programs will be broadcast over FM facilities of KBON (AM-FM) Omaha, Inland stations. Mr. Fry estimated an Inland investment from $60-70,000, would be made in transit radio equipment.

If public reaction favors transit radio during the test period when 25 buses will be radio-equipped, Mr. Fry said, Inland will begin immediate installation of receivers in 233 buses. Ballots are to be placed in all test buses and professional interviewers will question about 200 riders on each route traveled by the radio-equipped buslines. Usual transit radio programming of music, capsule news, sports and weather, and brief commercial announcements will be followed.

STAFF of WDVA Danville, Va., originated seven programs daily during recent Danville Fair, from open-air stage on grounds.

## 'POST' POLL

### Thomas Charges B

CHARGE that a poll of trans radio conducted by the *Washing Post* "was obviously influenced news and editorial bias before a during this circulation stunt" w made last week by Chet Thom KXOK St. Louis, president Transit Radio Inc.

The *Post* poll, based on a sing "Yes or No" ballot printed page 1 of the Nov. 6 edition showed 2,387 votes in favor transit radio, or 44.2%, and 3,01 against, or 55.8%. The total nu ber of ballots cast was 5,402. Results were published in the paper's Nov. 13 issue.

Circulation of *The Sunday Post* is over 180,000. The balloting was done while the transit radio issue was being argued by the District of Columbia Public Utilities Commission. The *Post* had run editorial and cartoon comment unfavorable to transit radio.

Mr. Thomas said, "No fair-minded person sanctions a so-called poll conducted in this manner. It is unbelievable that the Post research department approved the methods as indicative or conclusive. Transit stations have made exhaustive surveys by independent agencies using approved research methods prior to investing substantial sums to extend a desired radio service to a great audience. These surveys are objective and were undertaken to get the true facts. Let's recognize this attack for what it is."

The *Post* results contrast with a survey by Edward G. Doody Co., St. Louis, based on reaction of Washington transit riders and following standard polling techniques. These had shown 6.6% objecting, 76.3% favoring, 13.9% didn't care and 3.2% didn't know.

WHLI Hempstead, L. I., has revealed it currently schedules 800 public service programs per month, representing 151 hours of air time. This figure includes 600 separate newscasts monthly, representing 56 hours of air time, according to Arthur E. Patterson Jr., station's director of public affairs.


*When It's* BMI *It's Yours*

*Another BMI "Pin Up" Hit—Published by Regent*

SHE WORE A YELLOW RIBBON

*On Records:* Eddie Miller—Rainbow 80033; Ralph Flanagan—Bluebird 30-0009; Eddy Marek—Lou. 552; Tommy Tucker—MGM 10572; Andrews Sisters—Russ Morgan—Dec. 24812.

*On Transcriptions:* Gay Blades—Langworth; The Bachelors—Standard; Alan Holmes—Associated; Johnny Guarnieri—Thesaurus; Swingtones-Jumpin' Jacks—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

# Allied Arts

EDWIN A. KIRSCHNER, formerly with Young & Rubicam Inc., New York, appointed business manager of MPO Productions Inc., producer of industrial and television films.

JAMES ELKINS, account executive West Hooker Telefeatures Inc., New York, since September, appointed vice president of organization. RICHARD BRILL, recently director of public relations at Celotex Corp., and before that with Eagle Lion and Warner Bros., Hollywood, joins company as account executive as does EDWARD CARLIN, formerly with several New York advertising agencies.

JAY & GRAHAM RESEARCH ORGANIZATION, Chicago, announces that WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton have subscribed to its Videodex rating and program analysis service.

TELENEWS-INS announces that WHAM-TV Rochester has purchased its weekly news review for sponsorship by Rochester Gas & Electric Co., that city.

KIETH KERBY Ltd., creator and producer of "Celebrity Commercials," moves its headquarters to new and larger studios in Russ Bldg., San Francisco. STEVE C. CROWLEY, formerly with KJBS San Francisco, appointed sales representative for company. WIP Philadelphia and KCRA Sacramento have opened accounts with company.

CHARLES E. LOGAN, producer-writer with Feature Productions, Chicago, resigns to become partner in Burnett & Logan, marketing advertising and public relations firm newly organized at 450 E. Ohio St., Chicago. HAL BURNETT, former editor of *Industrial Marketing* and executive editor of *Advertising Age*, is other partner. Both were members of public relations staff of CBS Western Div. during the '30's.

CAPITOL RECORDS Inc., Hollywood, cooperating with National Tuberculosis Assn. in its Christmas Seal drive is offering special half-hour musical program, *Capitol Christmas Seal Party* to subscribers. Program is made up of music from its transcription library, with comments by various featured artists.

CARL J. HOLLATZ, former vice president of Belmont Radio Corp., retained as consultant to sales division of RCA Tube Dept., Camden, N. J.

COMMODORE Productions & Artists Inc., Hollywood, planning new series of half-hour dramatic programs, *The Clyde Beatty Show*, featuring adventures of the famous wild animal trainer.

MARY HUNTER, Broadway director, signed by West Hooker Telefeatures to direct company's radio and TV adaptations of Rabbi Joshua Loth Liebman's *Peace of Mind*. She formerly was with plays, "The Respectful Prostitute," and "Ballet Ballards."

STANDARD RADIO TRANSCRIPTION SERVICES Inc. moves its New York offices to larger quarters at 665 Fifth Ave., effective Dec. 1.

RCA THEATRE Equipment Sales Div. releases 16-page booklet, *Theatre Television Facts Every Theatre Owner Should Know*.

CHICK VINCENT-JERRY LAW, radio and video producing firm, currently is packaging *Mr. & Mrs.* featuring actress Ann Corio and her husband, Bob Williams.

### Equipment

Dr. ALEXANDER ELLETT, head of research laboratories for Zenith Radio Corp., Chicago, since 1946, elected vice president in charge of research for company.

KARL HASSEL, who helped organize Zenith Radio Corp. in 1923, elected secretary of Chicago organization succeeding R. D. BURNET, resigned. Mr. Hassel is also a director and assistant vice president of Zenith.

WALTER E. POOR, chairman of board of Sylvania Electric Products Inc., New York, awarded "Oscar of Industry" trophy for best 1948 annual report in electronics-radio industry by *Financial World*.

**BILL HERSON (l), WRC Washington disc jockey, receives handshaking welcome to WBAL Baltimore where he is airing Monday-Friday record-piano program, 12:15-1:30 p.m., which started Nov. 7. On hand to greet him at Baltimore Country Club is D. L. Provost, station business manager. Mr. Herson, who got his radio start in Baltimore as newscaster and later spun records for WBAL before joining WRC, drives to Baltimore each day following his WRC stints. He is well known for his daily *Timekeeper* show on WRC, his yearly Doll House project, and NBC *Coffee With Congress* program, which he originated. In December the Doll House project, which collects toys for underprivileged children, will be aired by WBAL through WRC wire facilities.**

## JAMES M. MEAD

### New FTC Member Sworn In

JAMES M. MEAD, former U. S. Senator from New York, last Wednesday was sworn in as member of Federal Trade Commission. He succeeds Garland S. Ferguson, resigned, whose term expires in September 1955.

Lowell Mason, acting FTC chairman, presided at the ceremony, after which Mr. Mead was guest of honor at a luncheon attended by Comrs. Mason, William A. Ayres and John Carson, as well as FTC bureau heads. Mr. Mead, a Democrat, was first elected to Congress in 1919, serving ten terms in the House of Representatives and eight years in the Senate. He was approved by the Senate last month [BROADCASTING, Oct. 24].

## NLRB Actions

THE NLRB trial examiner has recommended that WKJG Ft. Wayne, Ind., bargain collectively, on request, with the National Assn. of Broadcast Engineers & Technicians as exclusive representative of engineers and technicians. The examiner also has recommended reinstatement of seven employes, with back pay. NLRB meanwhile announced that broadcast engineers and announcers of KASH Eugene, Ore., will vote within 30 days for or against the International Brotherhood of Electrical Workers (AFL). NLRB also approved IBEW withdrawal of petition for certification at KWBE Beatrice, Neb.

## COAST GUARD

### Seeks Electronic Engineers

THE U. S. Coast Guard has announced it is seeking a limited number of electronic engineers for commissioning into the officers corps of the servie.

Electronic engineers with graduate education and professional experience are eligible. Those selected will be commissioned in the Coast Guard Reserve for a guaranteed period of two years active duty. At the end of the two-year period, consideration will be given for a permanent commission in the regular establishment. Applicants should write Commandant (PTP), U. S. Coast Guard, Washington 25, D. C., for full details.

## NABET and the CIO

NATIONAL Assn. of Broadcast Engineers and Technicians' membership has never voted unfavorably for the proposal that the independent union affiliate with the CIO Communications Workers of America, as reported in BROADCASTING, Nov. 7, page 66. Nor has the membership passed on any proposal to affiliate with IATSE, as was indicated in the same story. James H. Brown also was erroneously named as NABET legal counsel in Los Angeles; he is NABET's West Coast national representative.

The Case of the Satisfied Sponsor

Salt Lake's largest department store uses KDYL-TV successfully:

*One* telecast resulted in 211 sales by noon of the day following the telecast of items ranging in price from $29.95 to $2.95.

And everybody knows what a great job KDYL does for radio!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

### *Managerial*

**Wanted**—Commercial manager who himself can sell and inspire others to sell. Southern city, population 50,000. 250 watts, FM 50 kw. Give full particulars first letter, with snapshot. Address Box 225D, BROADCASTING.

**Manager** for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

**Manager-salesman** wanted for new fulltime local independent in small western town. If you have first class operator's license, it would help. Ability to sell and service small town accounts primary. Good opening for man who will stay and make himself part of community. Send complete details, experience, references, picture, salary expected, etc. to Manager, KRPL, Moscow, Idaho.

### *Salesmen*

**Salesman** for network station in southwestern city of 55,000, now listed as metropolitan area. Must be experienced and able to sell in a competitive market. Manufacturing and wholesaling center enjoying good business. An opportunity for the right man. Write Box 254D, BROADCASTING.

**Leading** southern network affiliated station in major metropolitan market has opening for a good local salesman. Excellent opportunity for advancement. Good financial setup. Send picture, complete details and references to Box 262D, BROADCASTING.

**Salesman** wanted by southeastern television station. He must have an excellent AM sales record which will stand investigation. Generous salary and bonus plan. Photographs returned. Box 266D, BROADCASTING.

**Old** and established successful independent station in one of eastern seaboard's metropolitan major markets has opening for two experienced radio salesmen to constitute sales staff. For two hustlers chance to make very high earnings on straight commission basis. Security and pleasant working conditions. Only men with proven records need apply. Box 275D, BROADCASTING.

**Wanted**—Program director for 250 watt fulltime independent station. Contact WOXF, Oxford, N. C.

**Experinced** salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 280D, BROADCASTING.

**Salesman** for kilowatt daytime station in prosperous market. Base pay plus commission. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. KSCB, Liberal, Kans.

### *Announcers*

**Need** one or two combination announcer-1st class engineers for Florida network affiliate to start approximately December 20th. Must be strong on announcing. Write, giving full details, experience, education, training and salary requirements to Box 159D, BROADCASTING.

**New England** net affiliate seeks permanent all-round man with news and sports experience. Must operate console. Send disc, photo and complete resume with expected salary. Box 224D, BROADCASTING.

**Versatile** announcers for new 1 kw metropolitan market. No floaters. Wonderful potentials for experienced men. Send disc, photo, references. Salary expected to Jack Barton, P. O. Box 72, East Point, Ga.

### *Technical*

**Wanted,** two transmitter operators for new local, midwest kilowatt daytime station. Directional antenna experience desirable but not necessary. Send full qualifications first letter. Box 223D, BROADCASTING.

### *Production-Programming, others*

**Combination** copywriter-traffic girl for Florida ABC affiliate. Must be accurate on traffic, good typist, fast copywriter. Good salary, good working conditions. Send complete record experience. Sample spot and program scripts. Photo, references. Box 220D, BROADCASTING.

## Television

### *Technical*

**Chief engineer** for established eastern television station. Your present position must prove technical and executive ability. Salary more than attractive. Box 267D, BROADCASTING.

## Situations Wanted

### *Managerial*

**Well qualified.** Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

**Manager,** 10 years experience, 250 w, 1 kw, covering administrative, sales, program and promotion. Can win tough battles against competition and/or overhead. Prefer southwest or midwest. Box 169D, BROADCASTING.

**Manager,** commercial manager, now employed. Desires change January. Prefer south. Write Box 217D, BROADCASTING.

**Manager** and chief engineer. Either singly or combination of both AM-FM or TV. Plenty experience manager, chief engineer, sales, production and construction. Prefer small station west. Presently on leave-of-absence west coast TV station as production director. Have up to $5000 to invest. Best of references and background from 1922. Married and car. All replies strictly confidential, presently located on west coast. Immediately available. Box 228D, BROADCASTING.

**Successful** manager, capable full responsibility, best references. Desires greater opportunity. Box 232D, BROADCASTING.

**I am** interested in managing a radio station on a basis which permits the acquiring of partial ownership or participation in station income. I am able to make an investment in a property if desirable. I have years of experience in all phases of radio operation, am well established in industry with a sound record of accomplishment. I am not afraid to tackle a tough situation, and if all other considerations are right I am not overly concerned with immediate income. I am ready to talk. Box 265D, BROADCASTING.

**Fully capable** and experienced manager with 17 years all-round experience desires change. Present manager NBC affiliate. Prefer midwest or southeast. Box 271D, BROADCASTING.

**Mr. FM** station owner, don't turn in that license or CP. I can put your FM in a paying position. Have put major market class B in paying position. Desire new station with "fair deal" for all concerned. Thoroughly experienced with in-store broadcast services. Transit radio services and broadcast field. Available within 30 days. Box 281D, BROADCASTING.

**Sale** of station makes general manager available. Over 17 years experience west, midwest and south. Know network and independent operation. Successful in competitive markets. Best references from present and former employers. Will go to any part of the country. This is an opportunity to get a competent, dependable, all-round man who can assume full responsibility. Write or wire Manager, Box 491, Durham, N. C. or phone L-975.

## Situations Wanted (Cont'd)

**Sales manager** who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

### *Salesmen*

**Sales manager,** 3 years with 1000 watt network. Rocky Mountain station. Young, aggressive, family man. Experienced all phases station operation, sales, copy, programming. Good announcer, sports, special events included. Earning $6500 yearly, but feel ready for bigger market. Interested in learning TV. Box 227D, BROADCASTING.

**Thoroughly** experienced producer, hard worker, good record, wants better opportunity. Box 233D, BROADCASTING.

**Experienced** radio sales woman with background of newspaper national and local selling desires sales job with progressive radio station in market of 250,000 or larger. Single, not young, not old. Have programming and continuity background also. Box 255D, BROADCASTING.

**Salesman,** experienced, ambitious, fine appearance, college graduate, best references. Write stating proposition. New England states, New York, New Jersey only. Box 270D, BROADCASTING.

### *Announcers*

**It** always takes a little more than "just money" to tempt a superlative announcer away from a good job. But I'm willing to build a high rated disc show for you in return for a little less diversification. My income is above average (for where I am), but the things I have to do for said moneys are too numerous to mention. If you're a progressive eastern station, I've got a key to the public taste and two and a half years of experience to offer. What do I hear? I'm pleasant and courteous and you'll have a prompt reply. Box 846c, BROADCASTING.

**Going** for $65 week minimum. Thoroughly experienced announcer. 5 years radio, 3 in announcing. B. A. Northwestern U. training, 27, single, personable. Can produce, write, report. East preferred. Box 125D, BROADCASTING.

**Announcer,** university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

**Announcer,** experienced deejay, news, sports, straight announcing. Married, veteran, presently employed network affiliate. Disc and photo available. Box 171D, BROADCASTING.

**Experienced** announcer, capable handle staff. East preferred. Married. Box 197D, BROADCASTING.

**Announcer,** some experience, will start at bottom with live station, will send references, age 28, single. Box 202D, BROADCASTING.

**Announcer**—Experienced 2½ years, baritone voice, college, need position immediately. Box 215D, BROADCASTING.

**Attention** Virginia and North Carolina stations. Now available, a combination announcer-engineer who is capable of doing an excellent job in production and writing. Well experienced and not a clock-watcher. Presently employed as program director but looking for a station where versatility and ability count. Box 218D, BROADCASTING.

**Well** trained experienced chief announcer with emphasis on commercials. Desires staff job with progressive 5 kilowatter or it's equivalent. Quality man. Will travel. Disc and resume immediately available. Box 226D, BROADCASTING.

**Announcer,** commercial style, news and special events above average. Enjoy good reputation and listener esteem. Box 238D, BROADCASTING.

**Announcer** available. Love Boston, 29 years, love radio, 6 years, love wife, 2 years, but frankly gentlemen, I have mother-in-law trouble. Box 250D, BROADCASTING.

## Situations Wanted (Cont'd)

**Announcer,** vet, graduate of broadcasting school in country, instructtors taught all phases of broadcasting. Producer, singer, MC of teur shows in Chicago nite clubs, years college. Staff member of watt NBC affiliate. Try anything where. Box 248D, BROADCAST

**Announcer** presently employed permanent position, paying a wage in well established station, years networks and independent, ience participation, telequiz, MC specialty. Twenty nine year old ily man, temperate, good refere Photo, disc. Please state particu Box 249D, BROADCASTING.

**Announcer-engineer's** ticket. Exper enced. Sincere selling voice, capa newscaster, comprehensive knowled of records. Good mail pull. Now w network affiliate. Single, 29, will a swer replies. Box 253D, BROADCAST ING.

**Announcer,** able to handle any an nouncing assignment and do it we Personal charcteristics and experienc above reproach. Box 237D, BROAD CASTING.

**Announcer,** 26, married, strong on new also capable of doing play-by-play All sports. Looking for service po tion. Will travel. Disc on request Box 259D, BROADCASTING.

**New York** network announcer, avail able for major outlet only. Seven years experience in announcing, acting, pro duction, television. Box 260D, BROAD CASTING.

**No genius** here. Good announcer writer, operator. Crystal voice. Sober single, 25. Fearless worker. Box 263D BROADCASTING.

**Announcer,** staff man with experience from 250 watts to 50 kw basic net affiliate. Box 236D, BROADCASTING.

**Announcer,** 23, single, 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

**Experienced** announcer. All phases with emphasis on play-by-play. College graduate who prefers south. Box 273D, BROADCASTING.

**I have** a good voice, am nineteen years old, a high school graduate and have part time announcing experience. Desire a fulltime position. Salary secondary. Willing to learn. Disc upon request. Box 277D, BROADCASTING.

**Announcer,** completely versatile with knowledge of radio based on experience. Want permanence. Box 235D, BROADCASTING.

**Former** announcer-singer wishes position as program director of radio station. Experienced in all phases of same. Excellent musical education. Have been on staff of NBC and ABC. Further particulars if needed. Box 282D, BROADCASTING.

**Announcer,** 22, single, wants job with small station anywhere. Graduate leading radio school. Two years summer stock experience. Some radio acting. Eager, willing. Write some continuity. Jim Beckman, 119 North C St., Hamilton, Ohio.

**Announcer,** no experience, single. Joseph Carbone, 440 Schiller, Chicago, Ill.

**Announcer-DJ.** Operate any control board. Excel in news and popular disc shows. Two years radio experience. 17 years musical background. 24 yrs. old, married. Desire midwest station with advancement prospects. Contact Duane Charles, 616 E. 75th St., HI-2265, Kansas City, Mo.

**Announcer,** all phases of announcing. Hard working and industrious, one year experience, available and will travel. George Falk, 34-33 31 St., Astoria, L. I., New York.

**Announcer,** thoroughly experienced. Well qualified all mike work. Dependable, sober, debt free, family man. Box 234D, BROADCASTING.

**Announcer,** willing to try anything once. 15 months experience Mutual affilate. M. S. Gulla, 5009 S. Talman Ave., Chicago 32, Ill.

**1st** phone announcer, with two years experience all phases announcing. Single, 22, vet, car, available immediately. Joe Morgan, 429 Washington, Kerrville, Texas.

## Situations Wanted (Cont'd)

**Announcers**—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

**Need a good** experienced vocalist on your staff who does commercial copywriting, music librarian and announcing? Location not important. References, recordings. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

**Announcer,** 23, approximately three years of experience (non-staff) in N.Y.C. Can do disc, variety, MC, formal network announcing. N.Y.U. graduate, good music background, excellent news delivery, flexible commercials Quality type. Prefer east or southeast. Richards, 139 Dumont Ave., Brooklyn, N. Y.

**Announcer,** experienced, versatile, adaptable, all phases. Disc, photo, available immediately, anywhere. J. T. Watson, 1861 Myrtle Ave., Long Beach, Calif.

### *Technical*

**Experienced** engineer, studios, transmitters, any others please! Box 894C, BROADCASTING.

**Chief engineer** with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. 40 week minimum. Box 25D, BROADCASTING.

**Engineer,** B.S.E.E. Degree, 1st class radio-telephone license, class A amateur license, 38 months studio and transmitter experience (including 5 and 1 kw). Box 96D, BROADCASTING.

**Engineer,** first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

**Transmitter** - control operator, first phone, A-1 technician, experienced. Want permanent position, married, car. Box 205D, BROADCASTING.

**Chief engineer,** 15 years experience, everything through 5 kw, and directional through four tower. AM and FM. Good personality, good executive and experienced in all phases radio. 10 years with present station. Desire change, prefer Florida or south. Would consider managership if offered right proposition. Box 230D, BROADCASTING.

**Combination** engineer-announcer, one year experience, accent announcing, available on two weeks notice, have car, desire permanent position providing advancement, minimum $55 for forty hours. Box 251D, BROADCASTING.

**Engineer,** two years commercial broadcast, three years Army radar experience. Graduate leading radio school. Will travel. Box 257D, BROADCASTING.

**Experienced** engineer-announcer-chief engineer, news, sports, play-by-play. Sober, industrious, reliable. All offers considered. Best references. Box 78D, BROADCASTING.

**Experienced** engineer, three and one-half years at five kw station, control board, transmitter, remotes, maintenance, construction, recent college graduate in electrical engineering. Box 269D, BROADCASTING.

**Combo man,** three years experience transmitter engineer, announcer. Presently employed at station which I helped construct. Looking for best offer over seventy, combo or chief engineer. Box 276D, BROADCASTING.

**Engineer,** 1st phone, class A amateur, RSEE. Experience on 5 kw directional Am and 3 kw FM transmitters, console and remote. Married, car, will travel. Available January 1. Box 279D, BROADCASTING.

**First** class license. Graduate of technical school. Young, single, car, will travel. Do not smoke or drink. References. Eugene Brown, Alden, Iowa.

**Engineer,** 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

**Engineer,** first phone, technical school graduate. Former Navy ETM 1/c. Married. Prefer Iowa or vicinity. Eugene Reiff, Ida Grove, Iowa.

**Washington, D. C.** licensed operator available for part-time or relief work. Experienced; now employed other business. Room 230, Cairo Hotel.

**Four** years transmitter, console, remotes, recording. First phone. Available now. Harold Street, 6 Russell Road, Dedham, Mass.

## Situations Wanted (Cont'd)

### *Production-Programming, others*

**Program** director for southern California station. Twelve years experience in two local and network stations. Announcing emphasis on classical music. Box 175D, BROADCASTING.

**News** director, can organize news department from scratch. Five years experience in newspaper, press association, 5 kw news-minded midwest station, documentary scripts, tapes and newscasting. University grad. 26, veteran, married, sober, employed. Want to settle in west or southwest with progressive, growing station. Box 196D, BROADCASTING.

**Radio-television** writer-producer, in the business ten years, recently released in economy cut. Desire agency, network or station position. West coast preferred, will consider any good offer in primary market. Excellent professional and personal references. Box 204D, BROADCASTING.

**Experienced** program director, excellent background. Presently programming eastern metropolitan fulltime independent. Imaginative, energetic, young family man. Interested in building, reorganizing or stabilizing programming, production in desirable locality. Box 222D, BROADCASTING.

**Program** director, experience as commercial manager, program director and general manager plus thorough knowledge production and excellent announcing are offered here. Box 241D, BROADCASTING.

**Woman** thoroughly experienced traffic, promotion, bookkeeping, secretarial and recordwise, some experience in continuity-programming desires change. Position with advancement. Ambitious, willing worker. Box 242D, BROADCASTING.

**5 years** commercial radio, college graduate, 27, single. Experienced announcing, production, continuity. Desire job as program director-announcer with progressive station. East preferred. Box 252D, BROADCASTING.

**Program** director, can win listeners and please commercial managers. Box 240D, BROADCASTING.

**Young lady,** completely experienced in all phases of radio desires position with progressive station. Box 250D, BROADCASTING.

**News** director-announcer for AM or TV. Six years with major market network station. Distinctive voice, selling delivery, top references, solid background, local reporting and wire rewrite experience. Box 261B, BROADCASTING.

**Program** director, public service, commercial and sustaining time can be blended into a schedule of interest and listening quality. Box 239D, BROADCASTING.

**News** editor - newscaster - announcer, eight years metropolitan area experience. Want connection with AM-television station. Excellent commercial record. Salary secondary. Box 272D, BROADCASTING.

**News editor**-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 278D, BROADCASTING.

## Television

### *Production-Programming, others*

**Station managers**—We can give you economical, complete, programming with an experienced television team. Box 228D, BROADCASTING.

### For Sale

### *Stations*

**For sale,** New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

**250 watts,** unlimited in two station market. Can possibly increase to 5000 watts. Best equipment available. Excellent staff and good accounts. Full price $78,000. Down $12,500, balance out over two years. Must sell because of other commitments. Box 219D, BROADCASTING.

**Successful** 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

## For Sale (Cont'd)

### *Equipment, etc.*

**5 kw** Western Electric 335-E-1 transmitter, $8,500 as is. 1 kw Western Electric 304-C transmitter—$4,000. (10) 250 lb. reels of # 8 B. & S. solid tinned bare ground wire. Box 221D, BROADCASTING.

**5 kw** RCA 5B transmitter in good operating condition. $4,000.00 complete with two sets of tubes, two crystals and ample spare parts. Write for particulars. Box 245D, BROADCASTING.

**For Sale**—Complete and modified model 104-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Uses power transformers throughout. Two water cooled 343-A's in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

**For sale,** 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

**For sale,** RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

**Gates** 28 CO limiting amplifier used 90 days, excellent condition, $210.00. Collins 12 H console, has new relays in good operating condition, $250.00. Contact Chief Engineer at WVOP, Telephone 327, Vidalia, Ga.

**For sale:** One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network. Salt Lake City, Utah.

### Wanted to Buy

### *Stations*

**Experienced** radio men, manager and chief engineer. Interested in investing or buying small station. Replies confidential. Best references. Box 229D, BROADCASTING.

**Interested** buying local or regional if priced right. Supply sufficient information in confidence. Experienced broadcaster. Box 231D, BROADCASTING.

### *Equipment, etc.*

**Wanted**—One recording turntable with mechanisms and head; associate amplifier, accessories. Radio Station WJJL, Niagara Falls, N. Y. Phone 5266

### Miscellaneous

**Two** successful established independent stations in eastern major metropolitan markets are open for Chicago sales representation by an individual or sales organization. Box 274D, BROADCASTING.

### Help Wanted

### *Announcers*

● Metropolitan station needs topnotch record and morning man. Must have excellent radio background, be dependable and have ability to sell. Good base plus talent. Send photograph, record and references.

BOX 211D BROADCASTING

### *Technical*

Experienced licensed Chief Technician wanted at new 250 Watt AM-FM CBS Affiliate. Good salary to right man. Experience Transmitter, Studio & Remotes Preferred. Send photo; letter of experience and references to

WCUM
Cumberland, Maryland

# COPYRIGHTS

## Jones Writes Guide Book

**COPYRIGHTS AND TRADE-MARKS. By Robert W. Jones. Columbia, Mo.: E. W. Stephens Co. pp 134.**

WHILE the author, Robert Jones, a professor of journalism at the U. of Washington, devotes little attention to the specific problems of broadcasters, much of what he says concerning the statutory judicial and common-law provisions on copyright applies to radio stations and personnel.

Since stations and networks have occasions to protect by copyright the "literary form" of radio scripts, this guide to the current legal and judicial situation is a useful reference work for broadcasters interested in protecting their rights.

In his opening chapter, Prof. Jones notes that "publication"—a right reserved to the author or his assignee — means "to reveal" or "to make known," so that it would apply to radio as well as to the press.

Of particular interest to broadcasters and advertisers is the second half of the book, devoted to a discussion of trade-marks and tradenames. As the author emphasizes, the basis of trade-mark law is that the name, symbol and goodwill may acquire a definite property value. One chapter on copyrights also is devoted to the ASCAP controversy of 1940-41.

### For Sale

### *Equipment, etc.*

*AVAILABLE AT ONCE*
1, 2, or 3
400 Foot, Type SGN
BLAW-KNOX
TOWERS
AT A GREAT BARGAIN
Copper wire and ribbon for ground nets for these towers available in any quantity.
*Phone, Call, Write or Wire*
C. H. WESSER
4500 Penobscot Bldg.
Detroit, Mich.
WOodward 3-1213

### Wanted to Buy

### *Stations*

*I'll buy it!*
One 250 watt fulltime station.
*I'll pay cash!*
In the mid or southwest.
Prefer network affiliation.
Write Box 216D,
BROADCASTING

### Employment Service

OPENINGS FOR
Combination Announcer-Engineers
Music Librarians
Write for Registration Forms
Placement Division
EDWARD C. LOBDELL ASSOCIATES
(agency)
17 E. 48th St. New York 17, N. Y.
Station Brokers—Management Consultants
Personnel Placement

XUM

## Technical

PAUL MORRIS appointed chief engineer at KRSC Seattle, succeeding GEORGE A. FREEMAN, who is now with KING-TV, same city.

ELECTRO-VOICE Inc., Buchanan, Mich., announces new fine quality, low cost, high output, omni-directional crystal microphone, designed for economical use in conference recording, amateur radio and similar instances. Microphone, Spherex, is spherical in shape. Model 920-8 with 8 ft. cable, lists at $16.50.

DON McCROSKEY, engineer at ABC Television Center, Hollywood, and IRENE VALENTINE, ABC Hollywood telephone operator, have announced their marriage.

THE DAVEN Co., Newark, N. J., introduces redesigned line of volume level indicators. Meters conform with NAB standards and are available for either rack mounting or portable use. Indicators are designed to indicate audio levels in broadcasting, sound recording, and allied fields.

CLIFFORD GRAFF, chief engineer of WTCH Shawano, Wis., and Margie Meyer have announced their marriage.

GATES RADIO Co., Quincy, Ill., announces new Model 52-CS Studioette, medium size studio control console that may be used for AM-FM or TV in main or sub-studio service. Brochure on product is available by writing Gates Co.

SECOND volume of RCA Television Pict-O-Guide, containing photographs which help serviceman locate TV receiver troubles by picture analysis, announced by RCA Tube Dept., Camden, N. J.

## Karl B. Brumback

KARL B. BRUMBACK, 24, engineer-announcer at WFLO Farmville, Va., died Nov. 7 at Medical College of Virginia Hospital in Richmond as the result of a heart disorder. A graduate of Central Radio School in Kansas, he had worked at several midwest stations before joining WFLO. He also held an operator's license for W4PCG, amateur station.

## Civil Defense

*(Continued from page 71)*

on actual nearby conditions by news bulletins.

The Munitions Board, through its Communications and Electronics Committee, deals directly with the manufacturers' industry advisory group comprising some 29 firms, many of whom belong to Radio Mfrs. Assn. Fred Lack, Western Electric, is chairman.

The board currently is working on the military aspect of the mobilization program with respect to procurement of electronics equipment. It is expected to evolve a complete program in the next two months for submission to the electronics industry. Defense meeting may be held shortly afterward, it was indicated.

Contracts for various equipment parts, including transmitters and receivers, have been let to approximately 150 companies. Military and industry have been working on standardization of specifications for all equipment, and stockpiling of strategic and critical materials.

### Production Needs

Government munition authorities estimate that, in the event of emergency, the military will require "all of the present production —and more besides" but could give no figures. They said that peak war production, approximately $2 billion, has dropped closer to the $1 billion mark. Air Force demands have stepped up electronics requirements appreciably, they add.

Manufacturers on the joint industry-government committee include:

General Electric, Sylvania Electric Products Labs, International Resistor Co., Raytheon, Westinghouse Electric Corp., RCA, Motorola, Wells-Gardner, Hallicrafters, Bendix Radio, Hoffman Radio Corp., Federal Telephone & Radio, Western Electric, Hazeltine, Sprague Electric Corp., General Radio Corp., Emerson Phonograph & Radio, Philco Corp., Electronic Products Labs, and others.

The Munitions Board committee will single out areas in which there may be industry shortages in resources, manpower, material production and test equipment. It also will seek to attain a maximum standardization of components and parts.

Gen. Edmund Langmead, director for Military Programs, Munitions Board, is chairman of the joint electronics group, whose work will not conflict with a similar committee under the Joint Chiefs of Staff. Former group comprises officials of all military branches.

Maj. Gen. Harold M. McClelland, USAF, is director of Communications-Electronics for the Defense Dept., working under the Chiefs of Staff. Under his domain falls responsibility for establishing general policy and program for communications-electronics activities of the Armed Forces, and integration of communications facilities.

### Savings Foreseen

As a result of unification, the Defense Dept. emphasized, "substantial monetary savings" and greater coordination have been effected on such items as TV-training programs, facsimile equipment and related security methods, super-high-frequency link equipment, and high-power transmitters.

The Signal Corps is one of the large government purchasers of facsimile equipment. Navy and Air Force also use similar equipment. Military authorities contacted by BROADCASTING expressed interest in the long-range possibility of emergency nationwide communication through the means of facsimile. The service, they noted, could be placed strategically in key metropolitan and suburban areas, thus capitalizing on the vital factor of speed in communications.

**CHUCKLING moment at the NAB District 1 meeting in Boston** [BROADCASTING, **Nov. 7**] **is enjoyed by (l to r) Justin Miller, NAB president; Marie Houlahan, publicity and public relations director for WEEI Boston, and Harold E. Fellows, WEEI general manager and District 1 director. The three were charged with the multi-details of convention arrangement.**

## KLEE Election

NLRB has directed an election at KLEE Houston among operators and engineers to determine whether they should be represented by IBEW Local 716. The order, announced last Thursday by NLRB, excludes from the bargaining unit two combination men, whose work partly entails control-room technical duties, and two senior technicians.

## NATIONAL IBEW

### Named WMSL Bargai

WMSL Decatur, Ala., licensed Tennessee Valley Broadcasting has been ordered to bargain collectively, on behalf of its staff nouncer and technician units, w the national International Brotherhood of Electrical Workers (AF as a replacement for IBEW's defunct Local 1564, NLRB has nounced.

In its amended decision, NLR said an order to bargain with "non-existent union may well be empty gesture, ineffective in any practical sense to accomplish its stated purpose." It also pointed out that a "remedial order to bargain collectively with a union does not establish that union in perpetuity" as representative "but only for such time" that will give that union "a reasonable chance for success."

## NABET NAMED

### Is WTAC Bargaining Agent

NABET has been designated as the collective bargaining representative for engineers and technicians at WTAC Flint, Mich., the National Labor Relations Board has announced. Station is licensed to Trendle-Campbell Broadcasting Corp., and operates on 600 kc with 1 kw day, 500 w nighttime power.

Simultaneously AFRA's petition to intervene in the case was denied, NLRB said. AFRA, certified as the bargaining agent for announcers at WTAC, reported that there was doubt as to union jurisdiction over announcers who now perform some technical duties, and because of this uncertainty, it was unable to bargain collectively with WTAC. NLRB ruled that the announcers are not part of the NABET unit as contended by the licensee. Election was held last July.

## FCC Patten Ruling

ORDER has been adopted by FCC to make final the Commission's proposed denial of request by C. Thomas Patten for a new AM station at Oakland, Calif., on 1010 kc with 10 kw daytime only. FCC indicated no exceptions had been filed to the proposed ruling which found Mr. Patten personally unqualified to be a broadcast licensee on grounds he allegedly misrepresented civic interests and program plans [BROADCASTING, Oct. 3].

## Award to Mueller

MERRILL MUELLER, manager of NBC's London office, received the Sigma Delta Chi award for "objective reporting from Britain" at the journalism fraternity's 30th annual convention in Dallas, Tex., Nov. 16-19. Mr. Mueller, in this country since Nov. 15, expects to return to London early this week.


**Michigan**

Very profitable, well established station.

$100,000.00

**California**

Excellent facility, wide coverage of a splendid market.

$90,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

## FCC Actions

(Continued from page 72)

**Decisions Cont'd**

**Lawrence Bcstg. Co., Lawrence, Kan.** —Hearing now scheduled Nov 28 continued to Dec. 6 at 10 a.m. in Washington, D. C.

**By Examiner J. D. Cunningham**

**KYA San Francisco**—Granted petition requesting continuance of further hearing now scheduled Nov. 23, upon application of KYA and that of KROY Sacramento Calif. and KVSM San Mateo, Calif.; hearing continued to Feb. 28, 1950, in Washington, D. C.

**WTNJ Trenton, N. J.**—Granted motion for extension of time to file proposed findings of fact re application for CP and that of WBUD Trenton, N. J.; time extended to Nov. 25.

**By Examiner Hugh B. Hutchison**

**WWJ Detroit**—Granted motion requesting postponement from Nov. 14 date for filing of proposed findings of fact and conclusions re application of WWST Wooster, Ohio; time extended to Jan. 16, 1950.

**Mendocino Bcstg. Co. and Bartley T. Sims, Ukiah, Calif.**—Granted petition of Mendocino Bcstg. Co. for leave to amend application to change frequency requested from 1400 kc to 1490 kc; to delete references to T. R. Amarante, as station manager of KDAC Fort Bragg, Calif.; to show change in cost of land for installation of proposed station; to substitute new engineering report prepared by its consulting radio engineer for one now attached to application; and to incorporate resolution of board of supervisors of Mendocino County, Calif. recommending grant of said application, and application as amended is removed from hearing docket. On Commission's own motion it is further ordered that application of Bartley T. Sims, Ukiah, Calif., is removed from hearing docket.

**WEIM Fitchburg, Mass.**—Granted in part petition requesting 60 day continuance of hearing now scheduled Nov. 16, 1949; on application of WEIM and that of WGLN Glens Falls, N. Y.; hearing continued to Jan. 30, 1950, at Washington, D. C.

**By Examiner Jack P. Blume**

**WORM Easton, Md.**—Granted petition for continuance of hearing now scheduled Nov. 18 on application for additional time to construct station; hearing continued to Dec. 15 at Washington, D. C.

**By Examiner Fanney N. Litvin**

**KWIK-AM-FM Burbank, Calif.** — Granted petition by assignee, Leslie I. Bowden, trustee in bankruptcy, for continuance of hearing in re application for assignment of license of KWIK and CP for KWIK-FM and for CP to replace expired permit of KWIK-FM. Hearing continued indefinitely.

**By Examiner J. Fred Johnson Jr.**

**KOA Denver, Col.**—Granted petition for continuance of hearing now scheduled Nov. 16; continued until further order.

### November 17 Decisions . . .

**BY COMMISSION EN BANC**

**Further Extension**

**WTNB Birmingham, Ala.**—Granted further extension authority to remain silent for 15 days at which time station must resume operation or surrender its license. See story this issue.

**Petition Granted**

**WHDH Boston**—Granted petition to extent that date for WHDH to elect to accept or reject partial grant of its application for modification of DA-D is extended to Nov. 30. Grant for DA change was issued Sept. 21.

**STA Denied**

**WSYR-TV Syracuse, N. Y.**—Denied STA to operate on Ch. 3 (60-66 mc) and directed letter to permittee requesting it advise Commission promptly of decision regarding this matter.

**Petition Granted**

**WHGR Greensboro, N. C.**—Upon petition, Commission vacated cond. attached to grant made Oct. 21 for assignment of CP, and substituted in lieu thereof following cond.: "Consent to this assignment is granted on the condition that Greensboro Bcstg. Co. Inc. surrender the license for station WGBG simultaneously with the commencement by it of program test as station WHGR" [BROADCASTING, Oct. 31].

**Hearing Designated**

**A. H. Kovlan and J. D. Sinyard, Athens, Ohio**—Designated for hearing application for new station 1010 kc 250 w D to be held Feb. 1 in Washington on following issue: "To determine whether the installation and operation of the proposed station would be in compliance with the Commission's Rules and Standards of Good Engineering Practice Concerning Standard Broadcast Stations and with existing international agreements, with particular reference to the signal intensity delivered at the nearest point on the Canadian border."

**McMa Agency, Lubbock, Tex.**—Designated for hearing held Feb. 1 in Washington application for new station 1450 kc 250 w unl. and made KFDA Amarillo, Tex., and KENM Portales, N. M., parties to proceeding.

**Angelus Bcstg. Co., Temple City, and Newport Harbor Bcstg. Co., Newport Beach, Calif.**—Designated for consolidated hearing at Washington Feb. 2 application of Angelus for new station 760 kc 250 w D and that of Newport for 740 kc 1 kw D, and made KVOE Santa Ana party to proceeding with reference to Newport Harbor only, and ordered that, if as result of consolidated proceeding, it appears that were it not for issues pending in Clear Channel hearing and the Daytime Skywave Transmissions, and Commission's policy pertaining thereto, as announced Aug. 9, 1946, and May 9, 1947, public interest would be best served by grant of application of Angelus Bcstg. Co. then said application shall be returned to pending file until after conclusion of said hearings regarding clear channels and daytime skywave transmissions.

**Petition Granted**

**WFMJ Daytona Beach, Fla.**—Granted petition for waiver of Sec. 1.393 of rules and accepted for filing application seeking change in facilities from 1450 kc 250 w unl. to 1260 kc 1 kw unl. DA-N.

**Hearing Designated**

**WRUS WRUL WRUW WRUX WRUA World Wide Bcstg. Corp., Scituate, Mass.** — Ordered hearing Feb. 6 at Boston on applications for renewal of licenses of international broadcast stations all in Scituate, and application to increase power of WRUW from 20 kw to 250 kw; further ordered this proceeding consolidated with next item.

**Greenwich Bcstg. Corp., Greenwich, Conn.**—Ordered hearing Feb. 6 at Greenwich on application for new standard station 1490 kc 250 w unl. and made WHOM, WNLC and WBUD parties to proceeding.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

# FCC ROUNDUP

## New Grants, Transfers, Changes, Applications

## Box Score

SUMMARY TO NOVEMBER 17

*Summary of Authorizations, Applications, New Station Requests, Ownership*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,070 | 2,028 | 205 | | 326 | 265 |
| FM Stations | 744 | 479 | 327 | *9 | 51 | 28 |
| TV Stations | 92 | 24 | 88 | | 354 | 182 |

*5 on air

• • •

**CALL ASSIGNMENTS: KREW Sunnyside, Wash. (Cole E. Wylie, 1050 kc, 250 w day); WELS Kinston, N. C. (Commonwealth Bcstg. Corp., 1010 kc, 1 kw day); WLBY Greenwood, Miss. (Greenwood Bcstg. Co., 960 kc, 1 kw day); WRAD Radford, Va., switched from WRAH (Rollins Bcstg. Inc., 1340 kc, 250 w fulltime); WTSA Brattleboro, Vt. (Granite State Bcstg. Co. Inc., 1450 kc, 250 w fulltime).**

• • •

### Docket Actions . . .

**INITIAL DECISION**

**KPPC Pasadena, Calif.—Initial decision issued by Hearing Examiner Basil P. Cooper to grant application to make technical changes in equipment and to increase power from 100 w to 250 w, operating specified hours on 1240 kc. Grant subject to condition that KPPC will not operate with 250 w until FCC authorizes KGFJ Los Angeles to operate unlimited time with 250 w on 1230 kc. Initial decision Nov. 15.**

**OPINION AND ORDER**

**KOB Albuquerque and New Mexico College of Agriculture and Mechanic Arts—Adopted memorandum opinion and order denying joint petition requesting FCC to relieve parties from compliance with Sec. 3.109 of rules with respect to existing contractural relationship between college and station, or in alternative issue declaratory ruling that rule does not apply to contract in question. However, in view of fact petition was filed in good faith and not for purpose of delay, time for compliance with Sec. 3.109 will be extended 90 days from Nov. 15 to enable petitioners to achieve compliance (Comr. Hennock dissenting). Order Nov. 17.**

### Non-Docket Actions . . .

**AM GRANTS**

**Pasadena, Tex.—Felix H. Morales, granted 1480 kc, 1 kw day; estimated cost $32,850. Mr. Morales is local funeral director. Granted Nov. 17.**

**Prineville, Ore.—Radio Central Oregon Inc., granted 690 kc, 1 kw day; estimated cost $28,764. Principals: Collin R. Matheny, ex-general manager KYJC Medford, Ore., president 25%; Robert M. Bruce, ex-station manager KYJC, vice president 24%; Norbert A. Miksche, KYJC sales manager, director 24%; Chester J. Stuart, ex-chief engineer KYJC, director 24%. Granted Nov. 17.**

**Bessemer, Ala.—Bessemer Bcstg. Co., granted 1450 kc, 250 w fulltime. Partnership: Jesse E. Lanier, Jack Warden, Crawford J. Bass and Walter B. Petty Jr. Granted Nov. 17.**

**Auburn, Calif.—Diamond H Ranch Broadcasters, granted 1490 kc, 250 w fulltime. Sole owner is Charles E. Halstead, radio engineer. Granted Nov. 17.**

**McAlester, Okla.—Pittsburg County Bcstg. Co., granted 1460 kc, 1 kw daytime; estimated cost $16,050. Co-partnership: Phil Reed, script writer and rancher; Ray Van Hooser, assistant manager KBOA Kennet, Mo.; Carl Ross, with Farmers Home Adm., U. S. Dept. of Agriculture; James Ross, student, and William Tedrick, manager KWOC Poplar Bluff, Mo.**

**FM GRANTS**

**Phoenix, Ariz. — Phoenix College granted permit for new non commercial educational station. Channel 203 (88.5 mc), power 10 watts; estimated cost $3,831. Granted Nov. 17.**

**WWJ-FM Detroit, Mich. — Fetzer Broadcasting Co. granted modification of present facilities to 50 kw ERP and change antenna to 665 ft. Granted Nov. 17.**

**APPLICATION RETURNED**

**Modification of CP**

**WMFD Wilmington, N. C.**—RETURNED Nov. 10 as unnecessary application for mod. CP change frequency etc. for extension of completion date.

**TRANSFER GRANTS**

**KAGH and KARS (FM) Pasadena, Calif.**—Granted transfer of control in KAGH Inc., from Andrew G. Haley, Washington radio attorney, to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl owners of KWKW Pasadena, who will sell KWKW to another group. Consideration is $90,000. KAGH operates on 1300 kc, 1 kw fulltime. Granted Nov. 17.

**WCON-AM-FM-TV Atlanta, Ga.** — Granted transfer of negative control of The Constitution Pub. Co., licensee. Clark Howell, president and 53.62% owner transfers part of his holdings to other members of family so that he now is 42.82% owner. Family jointly owns 56.69% interest. This is a corporate reorganization. WCON is assigned 5 kw on 550 kc. Granted Nov. 17.

**WKSR Pulaski, Tenn.**—Granted assignment of license from Robert W. Rounsaville and George M. Clark d/b as Pulaski Bcstg. Co. to new partnership of same name. New partners are: John R. Crowder, farm and real estate interests, 70%; James Porter Clark, field representative for Confidential Reports Inc., Atlanta, 20%; and W. E. Williams, manager WPLI Jackson, Tenn., 10%. Consideration is $30,000. WKSR is assigned 250 w daytime on 730 kc. Granted Nov. 17.

**WCMD Cambridge, Md.**—Granted assignment of license from James H. Littlepage and Thomas P. Littlepage Jr., Washington radio attorneys, d/b as Cambridge Co. to the Shore Bcstg. Co. wholly-owned subsidiary of Peninsula Bcstg. Co., operator of WBOC-AM-FM at Salisbury, Md. Consideration $30,000. WCMD operates on 1240 kc, 100 w unlimited. Granted Nov. 17.

**WIHL Hammond, Ind.**—Granted assignment of license from Joseph A. Sims tr/as Superior Enterprises to Sidney S. Rosenblum and Forrest E. Curnutt d/b as WIHL Broadcasting Co. Consideration is $19,000. Mr. Rosenblum is sales manager and 50% owner Rosenblum's Dept. store and becomes ⅔ owner of station. Mr. Curnutt is WIHL manager. WIHL is assigned 730 kc, 250 w daytime. Granted Nov. 17.

**WCOJ Coatesville, Pa.**—Granted assignment of CP from a partnership composed of David Ginsburg, Morris Singer, William S. Halpern and Louis N. Seltzer to a new corporation. Mr. Ginsburg and Mr. Singer withdraw from original agreement, leaving Mr. Seltzer and Mr. Halpern and newcomer Richard J. Scully, mayor of Coatesville. No monetary consideration. Granted Nov. 17.

**WBUD Morrisville, Pa.** — Granted transfer of control of Morrisville Broadcasting Co. from Francis E. Streit to Verna S. Hardin. Settlement of estate of Frank Streit, father. Granted Nov. 17.

**WBNB (FM) Beloit, Wis.**—Granted assignment of license from Daily News Pub. Co. for $2,500 to Board of Trustees, Beloit College. Granted Nov. 17.

(Continued on page 80)

### November 17 Applications . . .

**ACCEPTED FOR FILING**

**AM—1110 kc**

**KREM Spokane, Wash.**—CP change from 1340 kc to 250 w unl. to 1110 kc 1 kw unl. DA-N AMENDED to request 970 kc.

**License for CP**

**WBAP-TV Fort Worth, Tex.**—License to cover CP new TV station and to indicate vis. power 16.4 kw in lieu 17.6 kw, designate studio and trans. site as 3900 Barnett St.

**License Renewal**

**WWHG-FM Hornell, N. Y.**—License renewal FM station.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

## FCC Roundup

*(Continued from page 79)*

### New Applications . . .

**AM APPLICATIONS**

**Colorado City, Tex.** — Lone Wolfe Bcstg. Co., 1320 kc, 500 w daytime; estimated cost $14,875. Co-partnership: L. E. Candler, farmer and tourist court owner, and W. E. Smith, farmer. Filed Nov. 15.

**Puyallup, Wash.**—W. Gordon Allen, 1400 kc, 100 w fulltime; estimated cost $8,300. Mr. Allen is business manager and executive director KYAK Yakima, Wash. Filed Nov. 15.

**TRANSFER REQUESTS**

**KDON (AM) Santa Cruz and KSNI (FM) Salinas, Calif.**— Acquisition of control by John Ben Snow through purchase for $147,498 of 1,300 of 1,750 shares held by Merritt C. Speidel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Bcstg. Co., KSNI licensee. Monterey in turn owns 50% of Central Coast Counties Radio Inc., KDON licensee, and has been given FCC consent to purchase other 50% for $38,000 from Grant R. Wrathall [BROADCASTING, Oct. 31]. Messrs. Speidel and Snow now each hold 43.75% in parent newspaper firm, after transfer Mr. Speidel would hold 11.25%, Mr. Snow 76.25%. KDON assigned 250 w on 1240 kc. Filed Nov. 15.

**KWRN-AM-FM Reno, Nev.**—Acquisition of control of Reno Newspapers Inc., licensee, by John Ben Snow, 45.68% owner, through purchase of 26% interest held by Merritt C. Speidel for $165,137. Mr. Speidel retains 7.5% interest. KWRN assigned 1490 kc, 250 w. Filed Nov. 15.

**WGNY Newburgh, N. Y.**—Acquisition of control of WGNY Bcstg. Co. by John Ben Snow through purchase of 35% interest of Merritt C. Speidel for $27,781.25. Mr. Speidel, who presently holds 40% and whose family holds another 18%, would personally retain 5%. Mr. Snow would become 75% owner. WGNY assigned 1 kw day, 1220 kc. Filed Nov. 15.

**WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y.**—Acquisition of control of Poughkeepsie Newspapers Inc., licensee, by John Ben Snow through purchase of 45.25% interest held by Merritt C. Speidel for $932,874. Mr. Snow would become 88.68% owner. Mr. Speidel, who now holds 47.5% and whose family holds additional 2.5%, personally would retain 2.25%. WKIP assigned 1450 kc, 250 w. Filed Nov. 15.

**KRMG Tulsa, Okla.**—Acquisition of control of All-Oklahoma Bcstg. Co., permittee, by Sen. Robert S. Kerr (D-Okla.) and Grayce B. Kerr through transfers of stock from minority stockholders. Dean Terril sells all his common stock (3.82%) for $420.21 and all his preferred stock (3.47%) for $573.04 while W. R. Wallace sells part of his common stock (3.33%) for $366.66 and part of his preferred stock (11.67%) for $1,925. After transfer ownership would be: Robert S. Kerr, 49% common and 38% preferred; Grayce B. Kerr, new stockholder, 10.48% common, 21.48% preferred; D. A. McGee 14.87%, T. M. Kerr 13.77%, T. W. Fentem 6.88% and W. R. Wallace 5%, all both common and preferred. KRMG assigned 50 kw day, 10 kw night, 740 kc directional. Filed Nov. 15.

**KWED Seguin, Tex.**—Assignment of license from Weldon Lawson to partnership of Mr. Lawson, 75% owner, and Garfield Kiel, station manager. Mr. Kiel acquires 25% interest for $6,428.55. KWED assigned 1580 kc, 250 w day. Filed Nov. 15.

**WAYB Waynesboro, Va.**—Transfer of control of Waynesboro Bcstg. Corp., licensee, through sale of stock by Earl M. Key to N. Wilbur Kidd, Wallace R. Dodd and John A. Brown AMENDED to delete Mr. Dodd as one of transferees.

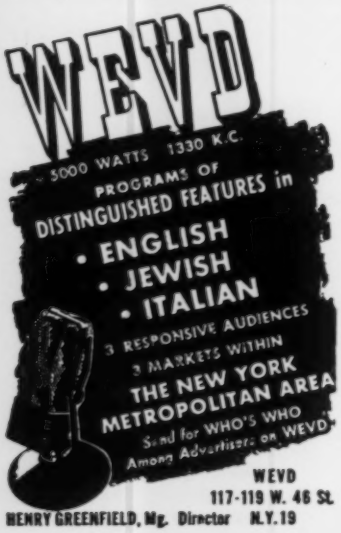
**KGST Fresno, Calif.**—Assignment of license from John L. Baker, Peter K. Onnigan, George F. Baker, Harry Hartunian and Jim Schiffer d/b as Baker Bcstg. Co. to Delle Bcstg. Co., co-partnership of Sidney A. Mandel, ex-announcer at WSBC Chicago; Morris Mindel, ex-WSBC salesman, and Milton Gerloff, ex-WSBC engineer. Consideration $55,000. KGST assigned 1600 kc, 1 kw day. Filed Nov. 14.

**KFDA-AM-FM Amarillo, Tex.**—Acquisition of control of Amarillo Bcstg. Corp., licensee, by Gilmore N. Nunn through transfer of 2,400 shares from father, J. Lindsay Nunn, as gift. Gilmore Nunn becomes 62% owner, J. Lindsay Nunn retains 38% interest. KFDA assigned 5 kw day, 1 kw night on 1440 kc. Filed Nov. 14.

**WGAD Gadsden, Ala.**—Assignment of license from E. L. Roberts tr/as Coosa Valley Bcstg. Co. for $40,000 to General Newspapers Inc., owner WGNH there. WGNH, operating at loss, to be given up. WGAD assigned 1 kw on 1350 kc. Filed Nov. 15.

**KBLF Red Bluff, Calif.**—Assignment of license from Dr. Russell G. Frey for $70,000 to Tehama Bcstg. Co., partnership of Arvo Haapanen, KBLF manager, 80% interest, and Victor Lahti, his brother-in-law and construction foreman, 20%. KBLF assigned 1490 kc, 250 w. Filed Nov. 15.

**KNOR Norman, Okla.**—Assignment of permit to Cleveland Bcstg. Co., new partnership of same name and including two of three original partners. Howard DeMere withdraws and relinquishes 10% interest. No consideration. Tol Dickenson, 70% owner who has financed station, becomes 75% owner while William S. Morgan, 20% owner becomes 25% owner. KNOR assigned 1400 kc, 250 w. Filed Nov. 15.

**EYE CATCHER in BROADCASTING is found by officers of Ohio Assn. of Broadcasters and Frank Headley, president of Headley-Reed, guest speaker at OAB Sales Clinic in Cleveland. L to r: Carl George, WGAR Cleveland, president; Mr. Headley; Albert Albinger, WCOL Columbus, vice president, and Fred Bock, WADC Akron, secretary.**

* * *

# SALES METHODS

## *Research Data Stressed At Ohio Meet*

NEED for more capable, scientific and factual selling, designed to keep radio in the forefront of the media battle, keynoted the second session of the Ohio Assn. of Broadcaster's 1949 sales conference, concluded in Cleveland Nov. 11 [BROADCASTING, Nov. 14].

Using the theme of "Selling Radio in a Competitive Market," the conference drew the largest number of station executives and sales managers in OAB's history. President Carl George, of WGAR Cleveland, and Secretary Fred Bock, of WADC Akron, engaged speakers representing agencies, advertisers and stations who outlined radio's best selling methods.

Frank Headley, president of Headley-Reed Co., told the group that "since the greatest problem of the station is selling, the future of radio is secure . . . because of the universal audiences and low cost per impression."

Mr. Headley warned broadcasters not to fear the future but sell radio with a business-like approach, efficiency, ethical practices and persistence. He cited untouched fields for radio selling and advised station managers to include research as a normal part of operating expense in the future.

On the local level, successful sales depend on station analysis of the retailer's needs and persisting on a sound basis "until the client is sold and stays sold," Joseph L. Brechner, manager of WGAY Silver Spring, Md., told the OAB.

Robert Dailey, radio director of the Cleveland branch of McCann-Erickson, told the OAB that radio should grow up. Pointing to the advent of television as the "baby" media whose competition demanded that radio become "adult," Mr. Dailey said that radio must sell scientifically — providing positive facts regarding the station, coverage, audience composition, market statistics, and cost per 1,000 impressions.

Agencies are beginning to insist on these facts, declared the radio director who handles such accounts as Standard Oil of Ohio and Ohio Bell Telephone Co. He added that in the future such things as audience listening habits, inbetween audience and community acceptance of the station will be sought. Mr. Daily stated that standardized measurements such as BMB will be mandatory for broadcasters.

Miss Beth Black, timebuyer at Joseph Katz Co., felt that broadcasters must cooperate fully with their station representatives to gain the maximum national spot business, and urged stations to supply representatives with every type of factual and statistical data on stations and markets.

Better-trained salesmen and a thorough grounding in merchandising, sales promotion and psychology were stressed by Dr. Kenneth Dameron, advertising professor at Ohio State U. He offered the university's research facilities to Ohio broadcasters and solicited suggestions from station managers as to how Ohio State could produce better time salesmen for the radio industry.

The OAB appointed an education committee to work with Dr. Dameron and the university on future research projects involving radio, and also to serve as an advisory board on training of students for radio careers.

## WOR STAFF

### Seven Are Added to Roster

SEVEN new additions to WOR New York departments were announced last week. Albert H. Jaeggin, recently staff writer and reporter for Radio Daily, has joined the station as a news writer. He previously was on the news staffs of NBC's national and international divisions and of the United Press.

Martin Katz, formerly station representative for WCAU Philadelphia, has been made an account executive for WOR-TV. Frank Kizes, previously with CBS and MBS, has been appointed sales service assistant to Robert Mayo, director of sales for WOR and WOR-TV. Three new engineers—Joseph E. Debonis, Tuffield V. Dame and Sidney Kaufman—complete the list.

## FINCH CHANGES

### Littlefield Is President

RAYMOND B. LITTLEFIELD of the Providence, R. I., firm of Littlefield & Co., investment banking house, has been elected president of Finch Telecommunications Inc., Passaic, N. J., it was announced after a board meeting held a fortnight ago.

Capt. W. G. H. Finch, former president, moves up to become chairman of the board. Capt. Finch remains president and sole owner of WGHF (FM) New York, a separate corporation not connected with the Telecommunications Manufacturing Co.

## Newscasts

*(Continued from page 30)*

...e of an announcer part-time and ...ring of 10 correspondents. Rev...nue from news programs is $3,000 ...onthly, but when the newsroom ...as assessed its share of total sta...on overhead, he said, there was a ...ss of $1,400 monthly. The sta...on management, however, consid...rs the money well spent because ...creased Hoopers are attributed ...o the audience building efforts of ...he newscasts.

While the profitability panel was ...erhaps the commercial highlight ...f the convention, the program...ing feature was the annual ban...uet. At that event, Gen. Omar ...N. Bradley, chairman of the United ...tates Joint Chiefs of Staff, turned ...he session into a gigantic news ...onference.

He answered questions with vir...osity on subjects ranging from ...he atomic bomb to why Army and ...Notre Dame aren't competing in ...football. WFDR (FM) New York ...aped the proceedings and promised ...o make copies available to any ...tation represented. Immediately ...it received requests from WPTR ...Albany, WMT Cedar Rapids, ...WHAM Rochester, WDET Detroit, ...WCUO (FM) Cleveland, KFMV ...(FM) Los Angeles, WCFM (FM) ...Washington and WVUN (FM) ...Chattanooga.

### New Documentary

At the same session, Edward R. ...Murrow, CBS commentator, played ...for the first time publicly his ...new documentary Columbia rec...rd album on events in this coun...try from the end of the war to the ...Truman election in 1948.

Other highlights of the conven...tion included:

*Television* — The convention was ...characterized by a deflationary ...view of video newscasts. Elmer ...Davis, ABC news analyst and for...mer head of OWI, said in his ...opinion TV news "is no good and ...never will be good." He did not ...believe it possible for TV to give ...a rounded picture of the day's ...news, although he conceded video ...could not be beat in its coverage ...of many special events.

Charles Hull Wolfe, radio and ...television copy chief, McCann-...Erickson agency, New York, be...lieved radio news would survive ...television competition better than ...most other radio programming. He ...foresaw the time when an adver...tiser could spend $8 million to $10 ...million annually for television, at ...which time a big, fairly rounded ...newscast might be possible. He ...cautioned that experience and tech...nological developments still un...dreamed of could solve video's ...news problems.

Ray Barrett of WPIX (TV) New ...York said his station had been able ...to bring its newscast costs to $100 ...a minute of air time.

Bob Bendick, CBS, warned ...against rushing around for fast ...pickups on the radio scale, assert...ing sports pickups were the most ...economical in manpower and facili...ties. He said CBS always figured ...on a crew of 11 for full eight hours ...for each remote, but he believed ...local stations might get by with a ...crew of five or six and do two ...pickups a day.

*Inter-station cooperation* — Com...mittee on this subject recom...mended creation of two services: ...A list of NARND reporters who ...would be on call to member sta...tions for special assignments, and ...a tip service by which a member ...station in one community would ...inform a station in another com...munity of news breaks. The recom...mendations will be acted on by the ...NARND board.

*Facsimile* — Lack of traffic in ...facsimile broadcasting was evi...denced by a request that NARND's ...facsimile committee no longer was ...needed and that it be discontinued.

*Elections* — Jack Shelley, WHO ...Des Moines, president, succeeding ...Sig Mickelson, WCCO Minneapolis; ...Ben Chatfield, WMAZ Macon, first ...vice president; Jim Borman, WMT ...Cedar Rapids, second vice presi...dent; Sheldon Peterson, KLZ Den...ver, treasurer, and Soren Monkoff, ...WOW Omaha, secretary. Named to ...the board, for a one year term, ...Mr. Shelley; for three years, Ron ...Cochran, WCOP Boston; Mr. Peter...son; Thomas Eaton, WTIC Hart...ford, and John Bills, WQAM ...Miami.

*Resolutions* — That NAB recon...sider abolition of its news com...mittee and continue its news clinics. ...That FCC remove remaining limi...tations on editorializing and that ...managements use professional per...sons to direct editorializing. That ...its members and station managers ...take the initiative to obtain legis...lation permitting newsmen to keep ...sources confidential.

*Commendations* — Although nu...merous committee reporters came ...in for praise, special commendation ...was voiced for Dick Oberlin, ...WHAS Louisville, and Mr. Peter...son for co-chairmaning the wire ...services report.

# FM CHANGES

### Proposed in Allocations

A SERIES of Class B FM chan...nel reallocations to increase fre...quency separations and "generally ...to improve the FM allocation pat...tern" was proposed by FCC last ...Thursday.

The changes would require three ...stations to change frequencies: ...WAMS-FM Wilmington, Del., ...would move from Channel 241 to ...243 to reduce interference with ...WFLN (FM), which uses 239 at ...Philadelphia; WDEL-FM Wil...mington, from Channel 229 to 279, ...to reduce conflict with WIP-FM ...Philadelphia on 227; and WRFL ...(FM) Winchester, Va., on Channel ...223 but seeking 260, would move to ...236 as part of a reallocation in the ...Maryland-Virginia area.

Show-cause proceedings were in...stituted looking to accomplishment ...of these changes.

FCC's proposal also envisions re...alignment of channel allocations in ...some 19 other communities, in or...der to "increase the interference-...free service areas of FM assign...ments in various sections of the ...country."

The Commission reported that ..."the interference considered in...cludes that involving stations sep...arated by 400 kc and 600 kc" in ...accordance with the interference ...ratios established in the FM stand...ards.

Comments on the proposed ...changes will be accepted until Dec. ...19, after which the Commission ...will decide whether a hearing or ...oral argument is warranted.

The proposed changes are as fol...lows (FCC said the areas grouped ...together are related and must be ...considered as a single proposal.):

| | Channels | |
|---|---|---|
| **General Area** | **Delete** | **Add** |
| Gadsden, Ala. | | 226 |
| Ventura, Calif. | | 264 |
| Bridgeport, Conn. | 248 | |
| Coram, N. Y. | 277 | 248 |
| Wilmington, Del. | 229, 241, 297 | 243, 279, 295 |
| Philadelphia, Pa. | 243, 279, 295 | |
| Baltimore, Md. | 294 | 293 |
| Winchester, Va. | 223 | 236 |
| Frederick, Md. | 268 | 260 |
| Front Royal, Va. | 236 | |
| Harrisburg, Pa. | 259 | |
| Holyoke, Mass. | 282 | |
| Keene, N. H. | 300 | 282 |
| Batavia, N. Y. | 235 | |
| Bristol Center, N. Y. | | 236 |
| Columbus, Nebraska | | 268 |
| Sunbury, Pa. | 284 | |
| Concord, N. C. | 243 | |
| Laurinburg, N. C. | | 243 |
| Milwaukee, Wisconsin | 251 | 255 |
| Madison, Wisconsin | 255 | 251 |

## Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

• • •

Dec. 5-6: CBC Board of Governors, Ottawa.

# RADIO PIONEERS

### Launch Membership Drive

A MEMBERSHIP drive has been launched industry-wide by the Radio Pioneers Club. Station managers are being urged by the organization to assist in contacting any person who has been connected with radio for 20 consecutive years as potential members.

Radio Pioneers was founded in 1942 by H. V. Kaltenborn, veteran NBC news commentator. The club acts as a central clearing house for the exchange of information and historical data about the industry. President of the club is William S. Hedges, NBC vice president. Address of the Radio Pioneers is 30 Rockefeller Plaza, New York.


**Time-saving market data source book**

SRDS CONSUMER MARKETS organizes in one place the basic state, county, and city data that sales and advertising executives constantly use in appraising markets for consumer products.

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In addition, media Service-Ads, like the YOUNGSTOWN VINDICATOR's shown here, provide much supplementary information that is useful in proper market evaluation.

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# At Deadline...

## KOY SUES TO COMPEL AFFILIATION BY CBS

SUIT SEEKING specific performance of affiliation contract with KOY Phoenix and through it with KTUC Tucson, was filed against CBS in Federal District Court in Chicago last Thursday by Salt Valley River Broadcasting Co., licensee of KOY and affiliated in ownership with KTUC.

Complaint alleges that while CBS had notified it of termination of affiliation last June—six months prior to contract expiration—assurances were given by network officials during ensuing three months that network did not intend to cancel or terminate affiliation. Earlier formal notice, complaint charged, was labeled merely a formality.

While no formal statement was forthcoming from CBS following filing of suit, it was understood network intended to switch its affiliation, effective Jan. 1, to KOOL, controlled by Gene Autry, cowbody performer on CBS, and to KOPO Tucson, in which Mr. Autry has substantial ownership interest. Mr. Autry is sponsored on CBS by Wm. Wrigley Jr. Co.

KOY has been affiliated with CBS for more than decade and feeds KTUC that network's programs. Suit was filed by Chicago law firm of Damon, Hayes, White & Hoban, and by Irving A. Jennings, general counsel and stockholder of KOY. Under usual procedures, network has 20 days in which to answer.

## GUY NAMED IRE HEAD

RAYMOND F. GUY, NBC manager of radio and allocations engineering, and Sir Robert Watson-Watt, governing director of Sir Robert Watson-Watt & Partners Ltd., London, elected president and vice president, respectively of Institute of Radio Engineers [BROADCASTING, Oct. 31]. Mr. Guy, broadcast engineer nearly 30 years, was member of WJZ New York staff in 1921 when it started as world's second licensed station. He has been with NBC since 1929. Sir Robert is considered England's outstanding radar authority.

## MERGER IN DURHAM

MERGER of WHHT and WSSB Durham, N. C., underway as WHHT ceased operations Saturday midnight upon FCC approval and owner Harold H. Thoms becomes chairman of board and part owner WSSB. Principal owners WSSB are Tom and P. M. Sawyer and Mrs. Roma Cheek. MBS affiliation also switches to WSSB as do existing accounts and certain program features. WHHT was assigned 1 kw on 1590 kc; WSSB operating on 1490 kc with 250 w. Durham has less than 80,000 population and with WHHT had four fulltime outlets and one daytimer.

## TELECAST OF V. P. PARTY

NBC-TV Friday carried exclusive telecast of luncheon-reception following wedding in St. Louis of Vice President Alben W. Barkley and Mrs. Carleton S. Hadley. Telecast, originated by KSD-TV St. Louis, was carried on 28 interconnected stations.

## CBS TV COLOR COUNSELLOR

BENJAMIN SONNENBERG, New York public relations consultant, retained by CBS for color TV campaign. Appointment regarded as indicating CBS will intensify drive to obtain FCC adoption of its color system.

## WILS LANSING FULLTIME; OTHER FCC ACTIONS

FINAL decision reported by FCC Friday to grant WILS Lansing, Mich., switch from 500 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directional night. Decision also was announced making final initial ruling to deny as in default request of KTVU (TV) Portland, Ore., for extension of completion date. Permittee, Video Broadcasting Co., was assigned Ch. 3 (60-66 mc).

Oral argument scheduled Dec. 9 in several cases: (1) proposed decision to grant Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. new AM station at Dallas on 740 kc, 10 kw day, 5 kw night, directional, and to deny KTRH Houston change in daytime directional to increase coverage on 740 kc [BROADCASTING, May 23]; (2) proposed decision to grant WLAP Lexington, Ky., switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 630 kc, directional, and to deny competitive bids of WCPO and Queen City Broadcasting Inc., Cincinnati, for 630 kc [BROADCASTING, Oct. 17]; (3) proposed decision to grant new station bid of Lincoln Broadcasting Co. for 1 kw day, 500 w night on 970 kc at Springfield, Ill., and to deny WMMJ Peoria, Ill., switch to 970 kc [BROADCASTING, June 6]; (4) proposed decision to grant new station bid of Manistee Radio Corp. for 250 w fulltime on 1340 kc at Manistee, Mich., and deny competitive bid of Door County Broadcasting Co., Sturgeon Bay, Wis. [BROADCASTING, June 20].

In Lansing ruling, FCC denied applications of Central Michigan Radio Corp. seeking new station there on 1320 kc and of Charlotte Broadcasting Co. for same facilities at Charlotte, Mich. Latter ruled out because inefficient use of frequency would result. WILS chosen over Central Michigan because it was improving existing facilities [BROADCASTING, May 16].

Order also adopted staying effectiveness of initial decision to grant Belle City Broadcasting Co. 500 w daytime on 1460 kc at Racine, Wis., pending further review by Commission [BROADCASTING, Oct. 24]. Belle City petition asking initial ruling be made final was denied. FCC also adopted memorandum opinion and order denying petition of Batesville Broadcasting Co. for reconsideration of final grant to White River Valley Broadcasters Inc. for 250 w on 1340 kc at Batesville, Ark. [BROADCASTING, April 11].

## BAPTIST GROUPS CITE RELIGIOUS FREEDOM

CONSTITUTION's religious freedom amendment "vigorously supports rather than even partially opposes" Southern Baptist and Texas Baptist conventions' pending petition seeking express authority for recognized religious groups to operate low-power non-commercial FM stations [BROADCASTING, Feb. 28], they told FCC Friday.

In 43-page brief filed by Leonard Marks and Bernard Koteen of Washington law firm of Cohn & Marks, they cited Supreme Court decisions and said government—including FCC—has "historically" recognized specific needs of religion. If FCC "blindly" follows broad dictum on separation of church and state, petition said, "then the Commission must withdraw all licenses from all religious groups."

Baptists listed ten AM, four FM, and three noncommercial educational FM stations licensed to religious institutions. Their brief was in response to FCC order setting their petition for hearing to determine whether First Amendment would permit FCC to "establish a specific category of religious broadcast stations" and whether grant of petition would serve public interest [BROADCASTING, Oct. 10].

# Closed Circuit

*(Continued from page 4)*

limited spot announcement campaign to l in November.

ANOTHER P & G project involves possi of putting *Beulah* radio series on televi Estimates currently sought from Holly producers. Agency is Dancer-Fitzger Sample.

MIDWINTER layoff of FCC's color TV he ings, lasting from now to February, will spent in exhaustive testing of rival co systems. FCC plans to require proponents make tests, report semi-monthly, file deta information on manufacturing costs, perfor ance, interference ratios, etc.

BUREAU of Standards' independent color TV study for Senate Interstate & Foreign Commerce Committee, originally due for completion this month, may take as long as FCC "three-week" color hearing, now likely to run into next spring. Participants say study, under direction of Bureau Chief E. U. Condon, is nowhere near complete, may take months.

C. E. HOOPER Inc. experimenting with automatic instantaneous audience measurement device for television. Device would be installed in controlled sample of television homes, connected to central Hooper offices by direct telephone wires. System probably will be shown publicly in December.

PARLIAMENT AT Ottawa has not yet made any decision on loan of $4,500,000 to Canadian Broadcasting Corp. for TV stations at Montreal and Toronto, nor has policy been announced regarding increases in annual radio receiver license fees, as advocated by CBC Chairman D. Dunton. Understood public reaction to Dunton proposed increase in fee, from $2.50 to $5, was so great government party members advocating subsidy to CBC to allow it to continue services.

KELLOGG Co., Battle Creek, through Kenyon & Eckhardt, New York, understood to have picked up option on radio version of *Mark Trail*, Rockhill radio package. Definite decision expected within fortnight.

*KUKLA, FRAN & OLLIE* understood to be staying on NBC-TV through winter, despite RCA Victor and Sealtest ice cream precedent in calling for winter hiatus after Christmas because of seasonal sales decline. Plans change came after strong protest by Burr Tillstrom, owner of the five-a-week package, to agencies, J. Walter Thompson and N. W. Ayer & Son.

## DuMONT NET RISES

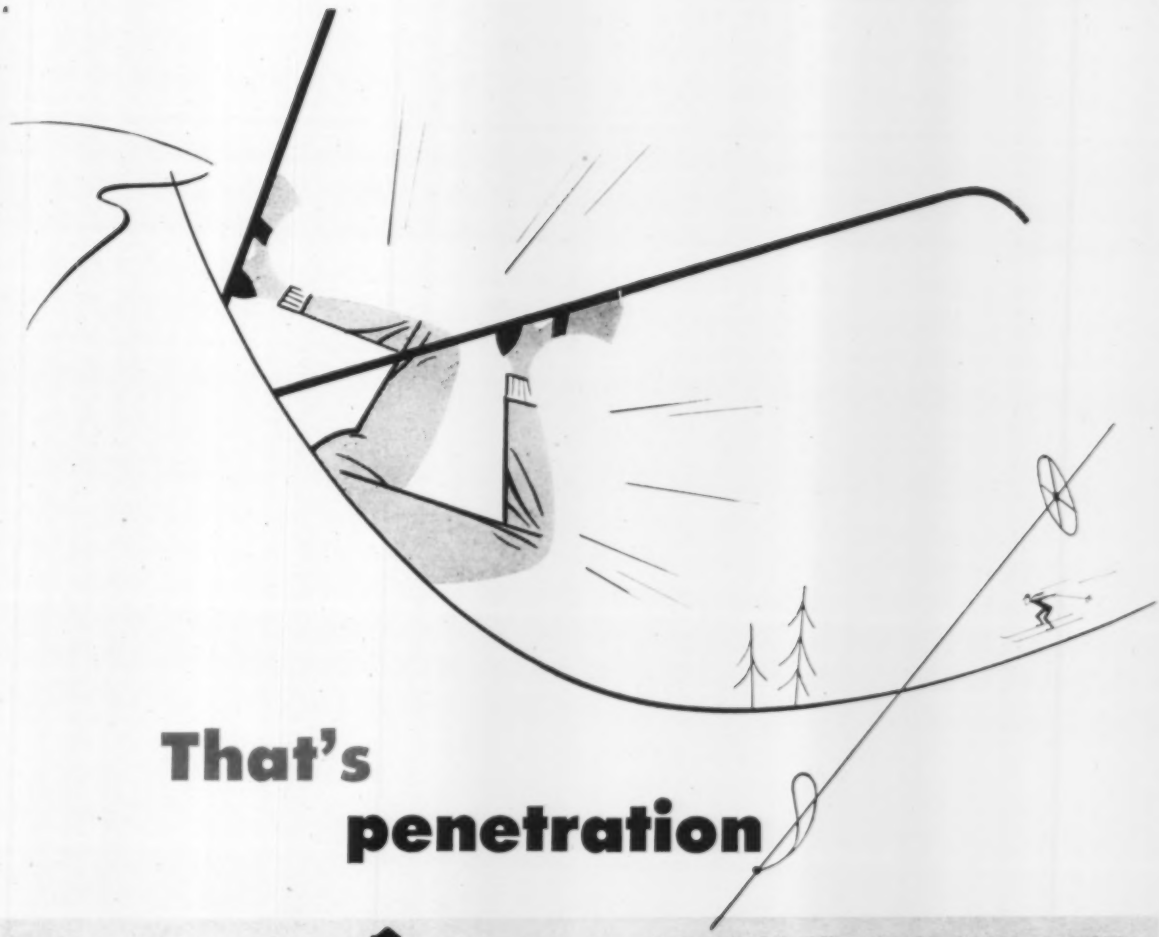
ALLEN B. DuMONT Labs. reported net sales of $29,507,000 and net profits of $2,747,000 for the 40-week period ended Oct. 9 compared to net sales of $17,374,000 and net profits of $1,890,000 for same 1948 period. After federal taxes 40-week 1949 net was $1,676,000 compared to $1,421,000 year ago. After deducting preferred stock dividends, DuMont net after taxes was 75 cents a share compared to 70 cents in 1948. DuMont directors declared quarterly dividend of 25 cents on preferred stock payable Jan. 1 and 1949 dividend of 50 cents on common, payable Dec. 22.

## CBS TOPS HOOPERATINGS

THREE CBS radio shows, *Lux Radio Theatre, Arthur Godfrey's Talent Scouts* and Jack Benny, took first three Nov. 15 Hooperatings positions, with 25, 22.2, and 20.6, respectively, C. E. Hooper Inc., N. Y., announced Friday.



XUM



# That's penetration

Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

**THAT'S PENETRATION!**

Listeners were tuned to...

| WLW | Average of Nine Major Competitive Stations |
|---|---|
| 184 minutes—6 AM to 6 PM | —30 minutes |
| 143 minutes—6 PM to Midnight | —22 minutes |
| 327 minutes—6 AM to Midnight | —52 minutes |

**WE REPEAT,** *that's penetration!*

*Complete information may be obtained at any of the WLW Sales Offices:*

*140 West 9th St., Cincinnati 2, Ohio*
*630 Fifth Avenue, New York 20, N. Y.*
*360 North Michigan, Chicago 1, Ill.*
*6381 Hollywood Blvd., Hollywood 28, Calif.*

*Nielsen Radio Index, February - March, 1949

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